

Cooperative Marketing

Program Summary for the Fiscal
Year Ending June 30, 2009



Division of Tourism

Working together to lead Missouri in becoming one of America's most memorable tourist destinations.

Published Feb. 2010 for the FY2009 program year, July 1, 2008 through June 30, 2009

Cooperative Marketing Fiscal Year 2009 Program Summary

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SECTION I. PROGRAM OVERVIEW AND ANALYSIS FY1995 THROUGH FY2009

During the past fifteen years the Division of Tourism Cooperative Marketing Program has awarded more than \$37 million toward the support of local performance-based tourism marketing projects and set superior industry standards in the process. The program funds qualified projects that align with the division's strategies and markets to achieve the program goals on a dollar for dollar matching funds basis.

Program Goals:

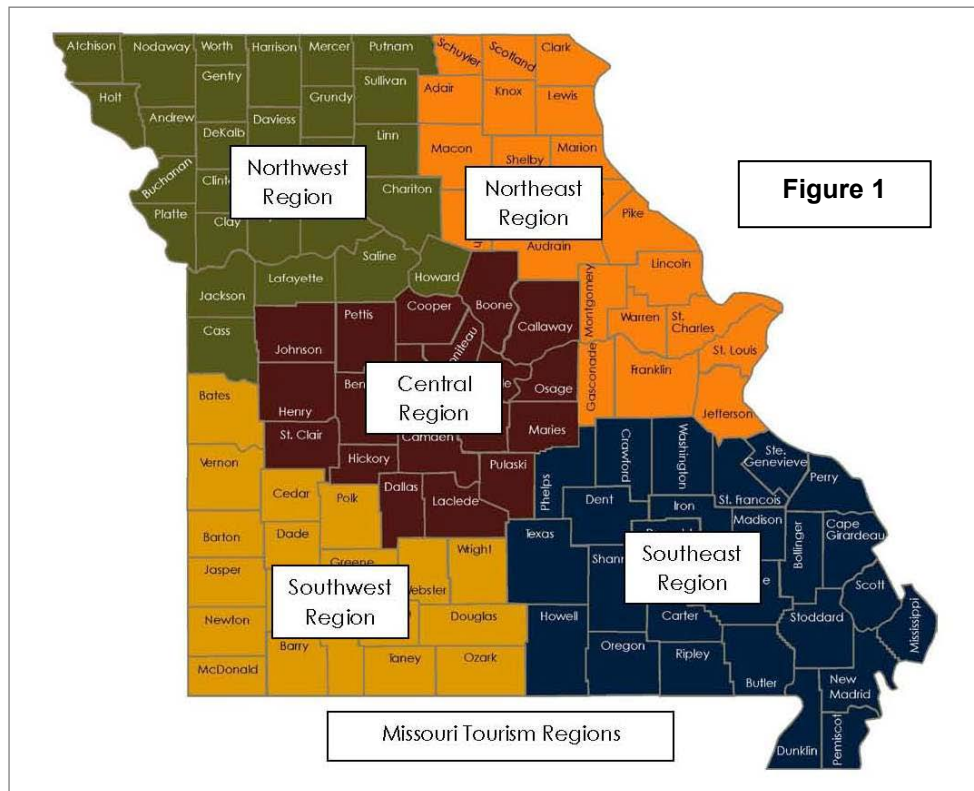
- Extend the marketing resources of the Division of Tourism and qualified DMOs through participation in county and regional strategic marketing partnerships
- Support local performance-driven projects designed to increase tourism
- Provide incentive and opportunity for marketing growth and improvement in DMO marketing efforts with an emphasis on incremental over-night stays.

Administration: The Division of Tourism administers the Cooperative Marketing Program under the direction of the Missouri Tourism Commission and with recommendations from an active industry advisory committee.

Cooperative Marketing Advisory Committee: The Cooperative Marketing Advisory Committee, comprised of industry professionals, provides ongoing insight into the tourism marketing needs of the industry. This body assists with program administration, evaluation of proposed projects, as well as provides the program with a wealth of tourism marketing experience and expertise.

Strategic Planning: The division continually reviews and assesses eligible marketing activities, program requirements and reporting systems. The analysis of past projects provides valuable information for the planning and design of future programs. In addition, a strategic planning meeting is held each year with the advisory committee to look at improvements for future years. The division strives to ensure that the Cooperative Marketing Program both meets the needs of the tourism industry as well as Missouri taxpayers. The program must be a constant work-in-progress so that it can continue to satisfy all of the varying requirements and meet

new objectives in an ever-changing marketplace.



Division of Tourism
Tourism Regions: Figure 1 at left illustrates the Missouri Division of Tourism vacation regions. Cooperative Marketing funding is tracked by these regions as well as by county.

Through the end of the 2009 fiscal year, the Cooperative Marketing Program supported approved destination marketing organizations (DMOs) with state funding awards of just under \$37.3 million for advertising and marketing projects totaling more than \$74.7 million.

Cooperative Marketing Fiscal Year 2009 Program Summary

Figure 2

FY95-09 Awards/Reimbursements by Tourism Region

Tourism Region	# of Projects	Awards (Millions)	Reimbursements (Millions)
Central	250	\$6.7	\$6.1
Northeast	206	\$8.4	\$7.6
Northwest	251	\$8.4	\$7.4
Southeast	149	\$1.1	\$1.0
Statewide	40	\$0.5	\$0.3
Southwest	179	\$12.2	\$11.4
Total FY95-09	1,075	\$37.3	\$33.8

Figure 2 illustrates the totals of FY95 through FY2009 program awards and reimbursements by each of our five tourism regions plus statewide projects.

Figure 3 reflects the total budgets (state + local) of approved projects by marketing activity type for the period FY95 through FY2009. Media advertising, which includes the placement of destination advertising in print, broadcast and internet outlets,

Figure 3

FY95-09 Approved Budgets by Marketing Activity

Marketing Activity	Budget Totals (Millions)	% of Budget
Media Advertising	\$63.8	86%
Collateral Material Development & Printing	\$4.8	6%
Billboards, PR, Audio Visual Materials Web Sites, Direct Advertising, & Other Mktg. Activities	\$3.9	5%
Production & Other Non-marketing Activities	\$2.2	3%
Total Approved Project Budgets	\$74.7	100%

Areas of Focus: The Missouri Cooperative Marketing Program provides reimbursement of up to 50% of eligible expenses incurred by certified DMOs for the fulfillment of approved tourism marketing projects designed to increase the economic impact of tourism throughout Missouri. To be considered tourism marketing, a project must specifically target the potential visitor who must travel a minimum of fifty miles to reach the destination. The four general areas of focus for funding available through the co-op program are 1) marketing to the leisure traveler, 2) marketing to the media 3) marketing to the event planner, and 4) tourism research.

1. Marketing to the Leisure Traveler – Performance-based tourism marketing projects that target the leisure traveler are the primary focus of the Cooperative Marketing Program. The following categories provide funding opportunities designed to satisfy a wide-variety of marketing needs.

- Missouri Jewels Program – Technical assistance and funding for the development of an appropriate tourism Web site or printed marketing piece
- Small Project Marketing - Simplified category for small projects and a variety of tourism marketing activities
- Leisure Travel Marketing - Various tourism marketing activities
- Destination Advertising - Media advertising only restricted to ad placement in approved media & markets.

2. Marketing to the Media – Leisure Travel Focus

- Public Relations – Marketing to the media through contracted public relations services that encourage positive media coverage with a leisure travel focus.

3. Marketing to the Event Planner

- Convention Marketing – Marketing that targets the meeting conference planner to attract new business that does not typically meet in Missouri.
- Amateur Sports Marketing – Marketing that targets the sporting event planner to attract new business that does not typically meet in Missouri.

4. Tourism Research – This category provides matching funds for the implementation of approved tourism research projects that identify markets and targets or measure marketing outcomes.

Figure 4 presents the overall program awards and reimbursements by marketing focus from FY1995 through FY2009.

Figure 4 Award History by Marketing Focus FY1995 – FY2009				
Marketing Focus	Number of Projects	% of Total Awards	Awards (Millions)	Reimbursements (Millions)
Marketing to the Leisure Traveler	915	88%	\$33.0	\$30.1
Marketing to the Media	5	.5%	\$.1	\$.1
Marketing to the Event Planner	126	11%	\$4.1	\$3.5
Tourism Research	29	.5%	\$.1	\$.1
Totals FY1995 through FY2009	1075	100%	\$37.3	\$33.8

SECTION II. FY2009 PROGRAM OVERVIEW

Changes in the FY2009 Program: Participation in this program year required qualified participants to become certified as countywide destination marketing organizations. This move toward regional, performance-based marketing partnerships encourages focus on broader-based marketing messages to promote Missouri tourism, establishes performance benchmarks and enables more precise outcome measurement.

Amateur sporting events became a separate application process in FY2009. The category, previously included in the convention marketing category, remains grouped under the “Marketing to the Event Planner” focus.

FY2009 Analysis: MDT approved 47 tourism-marketing projects totaling just under \$4.1 million. Of that total award, 98.1% percent was paid out for approved marketing costs. Coupled with the matching local funds, the Cooperative Marketing Program generated more than \$8 million in marketing to promote Missouri as a premier tourism destination.

Ninety-six percent of the Cooperative Marketing Program in FY2009 dollars purchased media advertising which includes destination advertising on television, radio, magazines, newspapers and Web sites.

Cooperative Marketing Fiscal Year 2009 Program Summary

The remaining amount was used for a variety of tourism marketing activities including familiarization and press tours; tradeshow participation; Web site design and set up; the design, printing and distribution of collateral materials; research; production; audio visual material development and distribution; and booth purchases.

Figure 5 illustrates FY2009 expenditures and percentages by marketing activity.

Figure 5		
FY2009 Approved Budgets by Marketing Activity		
Marketing Activity	Budget Totals (Millions)	% of Total Budget
Media Advertising	\$7.7	96.0%
Collateral Material Development & Printing	\$.1	.6%
Billboards, PR, Audio Visual Materials Web Sites, Direct Advertising, & Other Mktg. Activities	\$.3	3.0%
Production & Other Non-marketing Activities	\$.1	.4%
Total Approved Project Budgets	\$8.2	100%

More than 98% of FY2009 co-op dollars are devoted to the marketing to the leisure traveler. **Figure 6** details the dollars budgeted, the dollars expended, unused awards and the expenditure percentages for FY2009 sorted by marketing focus and category.

Figure 6					
Summary of FY2009 Usage by Marketing Focus and Category					
Marketing Focus/ Application Category	# of Contracts	Awarded	Reimbursed	Unused Awards	% of Awards Utilized
Marketing to the Leisure Traveler	25	\$3,637,314	\$3,580,790	\$56,524	98.45%
Small Project Marketing-S/F	3	\$14,474	\$12,830	\$1,644	88.64%
Small Project Marketing-W/S	2	\$7,500	\$7,182	\$318	95.76%
Leisure Travel Marketing	12	\$345,854	\$313,827	\$32,027	90.74%
Destination Advertising	9	\$3,269,486	\$3,246,951	\$22,535	99.31%
Marketing to the Media	2	\$75,948	\$75,138	\$810	98.93%
Public Relations	2	\$75,948	\$75,138	\$810	98.93%
Marketing to the Planner	14	\$368,574	\$348,767	\$19,807	94.63%
Convention Marketing	8	\$301,594	\$286,104	\$15,490	94.86%
Amateur Sports Marketing	6	\$66,980	\$62,663	\$4,317	93.55%
Tourism Research		\$11,650	\$11,018	\$632	94.58%
Tourism Research	5	\$11,650	\$11,018	\$632	94.58%
Totals for FY2009	47	\$4,093,486	\$4,015,713	\$77,773	98.10%

Figure 7 illustrates the FY2009 awards and reimbursements received by DMOs in the five Missouri tourism regions.

Figure 7 – FY2009 Awards and Reimbursements by Tourism Region				
Region	Awards	Reimbursements	Balance	% of Awards Utilized
Northwest	\$1,041,375	\$1,008,079	\$33,296	96.80%
Central	\$571,479	\$550,092	\$21,387	96.26%
Northeast	\$897,896	\$886,276	\$11,620	98.71%
Southwest	\$1,492,565	\$1,488,327	\$4,238	99.72%
Southeast	\$90,171	\$82,939	\$7,232	91.98%
Totals	\$4,093,486	\$4,015,713	\$77,773	98.10%

SECTION III. FY2009 ASSESSMENT – COMBINED DATA

Statistical Data: Following the completion of each funded project, participants submit summary reports that assess the outcome of the funded marketing activities. The data is analyzed and combined in this section for program-wide measurement. The following pages reflect the statistical data provided by our participants. .

Outcomes for Marketing Projects that Target the Leisure Traveler: Eighty-nine percent of the dollars awarded for FY2009 projects targeted the leisure traveler. Included in this group are projects funded in destination advertising, leisure travel marketing and small project marketing categories. The summary reports for projects in this group outline the project objectives as well as the DMO's measure of the success of the marketing funded. The participants provide the main objectives of the project, gauge the extent to which the objectives were met and comment on the degree of success attributed to the project.

Leisure travel marketing and destination advertising category participants provide measurement research to support the outcomes reported. The level of research required for each project is commensurate with the marketing category and the amount of state funding provided. This research provides not only important data, but also valuable insight to Missouri tourism marketing trends at the local levels.

Figure 8 illustrates the combined data from projects targeting the leisure traveler. The total co-op investment, both State and local dollars, for FY2009 was \$7.1 million. From this investment, more than two billion impressions, 742,983 inquiries, and 462,809 trips were generated.

Figure 8			
Combined Summary Data for Projects Targeting the Leisure Traveler: Destination Advertising, Leisure Travel Marketing, and Small Project Marketing			
State Dollars Awarded	\$3,637,314	Average Dollars Spent per Trip	\$701
State Dollars Reimbursed	\$3,580,790	TV Ads Placed	22,375
Local Matching Dollars	\$3,582,499	Radio Ads Placed	12,190
Total Project Costs	\$7,163,289	Newspaper Ads Placed	227
Targets In-State Markets	26%	Magazine Ads Placed	393
Targets Out-of-State Markets	74%	Billboards Leased	7
Inquiries Reported	742,983	Brochures Distributed	193,589
Gross Impressions	2,090,461,482	Trade Shows Attended	45
Projects Funded	26	Web Sites Developed/Updated	1
Trips Generated	462,809	Other Marketing Activities	45

Outcomes for Marketing Projects that Target the Media: Figure 9 summarizes FY2009 public relations category data.

Figure 9 – Marketing to the Media Summary Data			
State Dollars Awarded	\$75,947	Media Releases Distributed	40
State Dollars Reimbursed	\$75,138	Group Press Tours Hosted	3
Local Matching Dollars	\$75,138	Individual Press Tours Hosted	14
Total Project Cost	\$150,276	Media Market Places Attended	5
Stories Attributable to the Project	1,410	Videos Distributed	1
Stories Anticipated	543	Press Kits Distributed	300
% Targeting In-state Market	30	Sales Missions Completed	17
% Targeting Out-of-State Markets	70	Media Queries Initiated	9

Figure 10 - Convention Marketing Summary	
State Dollars Awarded	\$301,594
State Dollars Reimbursed	\$286,104
Local Matching Dollars	\$289,876
Magazine Ads Placed	109
Meeting Planners Distributed	1,968
Trade Shows Attended	24
Other Marketing Activities	1
Conventions Booked	218
Meetings Booked	402
Total Bookings	620
Number of Projects Funded	8
Total Room Nights Generated	493,220

Outcomes for Marketing Projects that Target the Event Planner: Approximately seven percent of the FY2009 Cooperative Marketing awards supported convention marketing projects designed to bring new conventions and meetings to Missouri destinations. For FY2009 the combined state and local Cooperative Marketing investment was \$575,980. Participants reported that 493,220 room nights were generated by these projects. See Figure 10.

Figure 11 – Amateur Sports Marketing Summary	
State Dollars Awarded	\$66,979
State Dollars Reimbursed	\$62,663
Local Matching Dollars	\$62,687
Magazine Ads Placed	37
Meeting Planners Distributed	158,092
Trade Shows Attended	14
Other Marketing Activities	4
Sporting Events Booked	68
Number of Projects Funded	6
Total Room Nights Generated	36,257

Figure 11 – For FY2009 amateur sports marketing was separated as an application process from conventions and meetings. The combined local and state investment was \$125,350. The reported room nights resulting from the project totaled 36,257.

Figure 12 - Tourism Research Summary	
Number of Projects Funded	5
State Dollars Awarded	\$11,650
State Dollars Reimbursed	\$11,018
Local Matching Dollars	\$11,018

Tourism Research: Figure 12 shows that five DMO;s utilized this category to assist with research projects

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Figure 13 compares statistics from the FY2007 program to that of FY2008 and further compares FY2008 statistics to those of FY2009.

Figure 13 – Comparison of FY2007, FY2008 and FY2009 Program Statistics					
	FY07	FY07/FY08 Comparison	FY08	FY08/FY09 Comparison	FY09
State \$\$ Awarded	\$3,255,060	\$111,024	\$3,366,084	\$727,402	\$4,093,486
State \$\$ Reimbursed	\$3,164,677	\$46,687	\$3,211,364	\$804,349	\$4,015,713
Unused \$\$	\$90,384	\$64,336	\$154,720	-\$76,947	\$77,773
Local Matching \$\$	\$3,217,599	\$46,234	\$3,263,833	\$763,614	\$4,027,447
Total Project Cost	\$6,382,276	\$92,920	\$6,475,197	\$1,567,963	\$8,043,160
Exposure	2,484,676,165	-373,832,970	2,110,843,195	-20,379,460	2,090,463,735
Advertising Responses Reported	652,762	147,454	800,216	-57,233	742,983
% Expenditures to In-state audience	41	-21	20	5	25
% Expenditures to Out-of-state audience	59	21	80	-5	75
TV Ads Placed	13,921	11,379	25,300	-2,925	22,375
Radio Ads Placed	9,279	-4,580	4,699	7,491	12,190
Newspaper Ads Placed	319	-99	220	7	227
Magazine Ads Placed	565	-50	515	24	539
Videos Distributed	0	1	1	-1	0
Billboards Leased	28	-6	22	-15	7
Brochures Distributed	919,651	-557,487	362,164	-150,498	211,666
Trade Shows Attended	76	13	89	-1	88
FAM Tours Hosted	16	-2	14	3	17
Web Sites Developed/Updated	2	-1	1	0	1
Other Marketing Activities	77	8	85	-8	77
Contract Completion Rate	97.22%	-1.82%	95.40%	2.7%	98.10%
Number of Projects Funded	53	-3	50	-3	47

Figure 14 summarizes the FY2009 total dollars reimbursed, most to least, along with the county designations for each participating DMO.

Figure 14 - Reimbursements by Destination Marketing Organization with County Designations		
DMO Name	County Designations	Reimbursements
Branson/Lakes Area Chamber of Commerce/CVB	Taney	\$660,000.00
St. Louis CVC	St. Louis City/St. Louis	\$660,000.00
CVB of Greater Kansas City	Western Jackson/Clay	\$636,616.47
Springfield CVB	Greene, Christian, Polk	\$601,589.90
Lake of the Ozarks Tri-County Lodging Association	Camden, Miller, Morgan	\$396,570.21
City of Independence - Tourism Department	Eastern Jackson	\$212,982.97
City of St. Charles Tourism Department	St. Charles	\$207,037.33
Chamber of Commerce of Table Rock Lake/Kimberling City	Stone	\$197,215.20
Buchanan Co. Tourism Board d/b/a St. Joseph CVB	Buchanan	\$149,700.28
City of Lebanon	Laclede	\$43,815.72
Jefferson City CVB	Cole	\$41,770.28
Pulaski County Visitors Bureau	Pulaski	\$39,766.47
Cape Girardeau Chamber of Commerce/CVB	Cape Girardeau	\$39,132.89
City of Joplin CVB	Jasper	\$29,522.49
Washington Area Chamber of Commerce	Franklin	\$19,239.00
City of Ste. Genevieve Tourism Dept.	Ste. Genevieve	\$18,517.84
CVB for Sikeston, Mo. and Miner, Mo.	Scott	\$17,195.21
Sedalia Area Chamber of Commerce	Pettis	\$16,249.65
City of Hermann Tourism	Gasconade	\$9,602.34
Platte County Visitors Bureau	Platte	\$8,779.00
City of West Plains Tourism Dev. Advisory Council	Howell	\$4,880.92
Rolla Area Chamber of Commerce & Visitor Center	Phelps	\$3,211.82
Marshall Chamber of Commerce	Saline	\$2,316.87

SECTION IV. FY2009 ASSESSMENTS – INDIVIDUAL PROJECTS

The following pages reflect the outcome information provided by the participants for each individual FY2009 contract.

Cooperative Marketing Fiscal Year 2009 Program Summary

Combined Small Project Marketing Category Data

DMOs with level I certification may apply for funding in this category for small leisure travel projects. Funded projects are of a limited scope with the duration of six months or less. Two marketing periods are available each fiscal year, with applications accepted twice each fiscal year.

The Small Project Marketing (SPM) category belongs to the "Marketing to the Leisure Traveler" group. Eligible SPM marketing activities - a variety of marketing activities including print media placement (magazines, newspapers, travel inserts), Targeted broadcast media placement (TV, radio, cable), electronic media placement (travel related e-brochures), internet advertising placement, brochure distribution, printing and production of collateral materials, printing and production of targeted direct mail pieces, trade show registration, billboard lease, booth acquisition, Web site development.

SUMMARY OF FY2009 CONTRACTS

Number of Projects	5		
State Dollars Awarded	\$21,974		
State Dollars Reimbursed	\$20,012		
Local Matching Dollars	\$20,921		
Total Project Cost	\$40,933		
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Total Circulation/Gross Impressions	9,207,886		
Inquiries Reported	22,029		
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TV Ads Placed	0	Brochures Distributed	22,689
Radio Ads Placed	0	Tradeshows Attended	0
Newspaper Ads Placed	2	FAM Tours Hosted	0
Magazine Ads Placed	17	Websites Developed/Updated	1
Billboards Leased	0	Other Marketing Activities	0
Videos Distributed	0		
<hr/>			
Percent Targeting Instate Market	42 %		
Percent Targeting Out of State Markets	58 %		
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<u>DMO Name</u>	<u>Awarded</u>	<u>Reimbursed</u>
City of Hermann Tourism Contract 1	\$5,000.00	\$4,737.47
Marshall Chamber of Commerce	\$2,500.00	\$2,316.87
City of Hermann Tourism Contract 2	\$5,000.00	\$4,864.87
Rolla Area Chamber of Commerce & Visitor Center	\$4,566.00	\$3,211.82
City of West Plains Tourism Development Advisory	\$4,908.42	\$4,880.92

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: **09-06-038-55** DMO **City of Hermann Tourism**
Category: **Small Project Marketing-S/F** Project: **Wine Country Getaway**
Primary Objectives 1. Encourage visitors to spend more time in Hermann 2. Increase revenues from the lodging tax 3. Increase awareness in bordering states
Destination Description Hermann is a historic German community located on the banks of the Missouri River with a strong tradition of tourism activities. The German traditions, unique architecture, over 150 buildings on the National Register of Historic Places, wineries, antique shops and galleries, fine restaurants, unique lodging establishments, historic sites and many festivals make Hermann a great destination for all types of travelers. There are two historic wineries in the City of Hermann, two within a mile of the city and three other wineries are nearby and work with the other four as part of the Hermann Wine Trail. Some of Hermann's annual events include; Wurstfest, Maifest, Oktoberfest, BarBQ & Brats Festival, Taste of the Arts Festival, Kristkindl Markets and other Christmas time activities. There are a variety of antique shows, art programs and history related events.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$5,000.00	<u>State Dollars Reimbursed:</u>	\$4,737.47
		<u>Local Matching Dollars:</u>	\$4,737.47
		<u>Total Project Cost:</u>	\$9,474.94

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Total Circulation/Gross Impressions</u>	2,140,000
<u>Radio Ads Placed</u>	0	<u>Inquiries Reported</u>	1,975
<u>Newspaper Ads Placed</u>	1	<u>Cost Per Inquiry</u>	\$4.80
<u>Magazine Ads Placed</u>	6		
<u>Billboards Leased</u>	0		
<u>Brochures Distributed</u>	0	<u>Instate Marketing</u>	34 %
<u>Tradeshows Attended</u>	0	<u>Out-of-State Marketing</u>	66 %
<u>Other Marketing Activity</u>	0		

Project Outcomes

Percentage Completed 95% Did Project Achieve Objectives? Somewhat

DMO Comments Over the last year our lodging tax receipts continue to climb and our tourism related businesses are doing well, despite economic challenges and high gas prices.

Impact of Co-op Project The Cooperative Marketing funds allow us to put advertising dollars in AAA publications in bordering states. Without this funding we would not have been able to do that. We also added Oklahoma and Indiana for the first time this year.

Outcome Effect on Future Marketing No response provided.

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: **09-09-035-55** DMO **Rolla Area Chamber of Commerce & Visitor Center**
Category: **Small Project Marketing-S/F** Project: **Leisure Marketing Project**
Primary Objectives 1. Reach out to the leisure visitors and tour groups 2. Highlight Rolla's position along historic Route 66 3. Promote Rolla as a destination not a stopover
Destination Description Rolla is located in the Ozark hills midway between St. Louis and Springfield. Rolla offers visitors scenic beauty and many outdoor activities including hunting, fishing, river floating and bird-watching. The centrally located area provides easy access to the surrounding area and attractions, drawing guests from Fort Leonard Wood. Some of the attractions and events include; Route 66, Civil War sites, Meramec Spring Park, Ozark Actors Theatre, opening of trout season, Phelps County Fair, Old Iron Works Days, Bassmasters Club fishing tournaments, St. Patrick's Day and Christmas parades and Missouri University of Science and Technology Homecoming.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$4,566.00	<u>State Dollars Reimbursed:</u>	\$3,211.82
		<u>Local Matching Dollars:</u>	\$3,211.83
		<u>Total Project Cost:</u>	\$6,423.65

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Total Circulation/Gross Impressions</u>	525,000
<u>Radio Ads Placed</u>	0	<u>Inquiries Reported</u>	4,170
<u>Newspaper Ads Placed</u>	0	<u>Cost Per Inquiry</u>	\$1.54
<u>Magazine Ads Placed</u>	3		
<u>Billboards Leased</u>	0		
<u>Brochures Distributed</u>	0	<u>Instate Marketing</u>	18 %
<u>Tradeshows Attended</u>	0	<u>Out-of-State Marketing</u>	82 %
<u>Other Marketing Activity</u>	0		

Project Outcomes

Percentage Completed 70% Did Project Achieve Objectives? Significantly

DMO Comments We have seen a significant increase in the amount of requests for Rolla information due to the ad placement in the Missouri Vacation Guide Fall/Winter insert. We also received inquiries from tour group planners due to the ad placement in Tour Group Magazine.

Impact of Co-op Project This project gave Rolla more exposure than we expected or could have gained without the Cooperative Marketing program funds.

Outcome Effect on Future Marketing We will continue the activities that were successful. We learned AAA Midwest Traveler was not a successful advertising avenue for us, so we discontinue advertising in this publication in the future. This project has confirmed our target market for future advertising.

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: **09-09-037-55** DMO **City of West Plains Tourism Development Advisory Council**
Category: **Small Project Marketing-S/F** Project: **Ozark Day Trip Marketing**
Primary Objectives 1. Increased Inter and Intra County Partnerships 2. Increase visitors, overnight stays and tourism expenditures 3. Develop Ozark Day Trip brochure that promotes attractions in the Ozark Heritage Region
Destination Description West Plains is the commercial center of the region, providing options for lodging, dining and shopping. The Ozark Heritage Region is situated around the Mark Twain National Forest with exquisite streams, rivers and lakes. Hunting, camping, fishing, floating, tubing and hiking are a few of the popular outdoor activities. The area is abundant in natural, historic, cultural and scenic attractions as well as a variety of specialty and antique shopping opportunities. Dining selections range from home cooking to gourmet. Major events include; Old Time Music-Ozark Heritage Festival, PCA rodeos, "Show-Me 100" National racing competition, Pioneer Days Festival, Octoberfest, Second Saturday Downtown Stroll and Outdoor Adventures Sport show.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$4,908.42	<u>State Dollars Reimbursed:</u>	\$4,880.92
		<u>Local Matching Dollars:</u>	\$4,880.93
		<u>Total Project Cost:</u>	\$9,761.85

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Total Circulation/Gross Impressions</u>	3,809,727
<u>Radio Ads Placed</u>	0	<u>Inquiries Reported</u>	3,994
<u>Newspaper Ads Placed</u>	0	<u>Cost Per Inquiry</u>	\$2.44
<u>Magazine Ads Placed</u>	4		
<u>Billboards Leased</u>	0		
<u>Brochures Distributed</u>	22,689	<u>Instate Marketing</u>	84 %
<u>Tradeshows Attended</u>	0	<u>Out-of-State Marketing</u>	16 %
<u>Other Marketing Activity</u>	0		

Project Outcomes

Percentage Completed 99% Did Project Achieve Objectives? Significantly

DMO Comments We developed an Ozark Day Trip brochure that included eight counties in the Ozark Heritage Region. We applied for DMO certification for Ozark County, which was approved, thus maximizing cross promotional opportunities. The Lodging tax is showing an 8.4% increase over the previous budget year as of November 2008. Sales Tax is showing a 1.37% increase over the previous year (through October), even in tough economic times.

Impact of Co-op Project The Cooperative Marketing matching funds allowed us to produce 50,000 Ozark Day Trip brochures and advertise in AAA Travel magazines. We would have had to eliminate some of the projects without the matching funds. We appreciate it!

Outcome Effect on Future Marketing The reader service provision with AAA advertising is great, with CPI we are able to determine advertising outcome. I recommend advertising with AAA publications. The Ozark Day Trip brochure promotes the entire Ozark Heritage Region, which is a great tool for maximizing cross promotional opportunities. We can expand on this, by creating additional brochures to promote area events and tourist attractions.

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: **09-06-048-56** DMO **Marshall Chamber of Commerce**
Category: **Small Project Marketing** Project: **Tourism Web Site Expansion**

Primary Objectives 1. Create and distribute tourism related material 2. Increase awareness of points of interest, events 3. Establish county-wide network of tourism partners

Destination Description Marshall is a small town located centrally in the heart of Missouri between Kansas City and St. Louis. This spot in the Missouri River Valley offers visitors a front row seat to all that's happening in Central Missouri. With so much to do and see, you'll want to make several trips to see each season and experience each unique event. Some attractions are Jim the Wonder Dog Park, Nicholas Beazley Aviation Museum, Civil War Driving Tour and Pennytown Church and Museum. There are several events held throughout the year, such as the Slater Blues Festival, Santa Fe Trail Days, Missouri State Cornhusking Competition and many more.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$2,500.00	<u>State Dollars Reimbursed:</u>	\$2,316.87
		<u>Local Matching Dollars:</u>	\$2,316.88
		<u>Total Project Cost:</u>	\$4,633.75

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Total Circulation/Gross Impressions</u>	18,159
<u>Radio Ads Placed</u>	0	<u>Inquiries Reported</u>	4,947
<u>Newspaper Ads Placed</u>	0	<u>Cost Per Inquiry</u>	\$0.94
<u>Magazine Ads Placed</u>	0		
<u>Billboards Leased</u>	0		
<u>Brochures Distributed</u>	0	<u>Instate Marketing</u>	50 %
<u>Tradeshows Attended</u>	0	<u>Out-of-State Marketing</u>	50 %
<u>Other Marketing Activity</u>	1		

Project Outcomes

Percentage Completed 93% Did Project Achieve Objectives? Significantly

DMO Comments Web site was completed and live in July 09. During the month of July 09 there was a 177% increase over June 09, while in July 08 only showed a 133% increase over June 08 in web site inquiries.

Impact of Co-op Project The updated web site provided more information on tourism activities, the ability to easily navigate and find information.

Outcome Effect on Future Marketing The tracking of specifically which pages or events were printed will prioritize marketing activities.

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: **09-06-049-56** DMO **City of Hermann Tourism**
Category: **Small Project Marketing** Project: **Vintage Charm, Timeless Beauty**
Primary Objectives 1. Promote new Hermann logo and tourism slogan 2. Reach out to people looking to travel 3. Increase length of time visitors spend in Hermann

Destination Description Hermann is a historic German community located on the banks of the Missouri River with a strong tradition of tourism activities. The German traditions, unique architecture, over 150 buildings on the National Register of Historic Places, wineries, antique shops and galleries, fine restaurants, unique lodging establishments, historic sites and many festivals make Hermann a great destination for all types of travelers. There are two historic wineries in the City of Hermann, two within a mile of the city and three other wineries are nearby and work with the other four as part of the Hermann Wine Trail. Some of Hermann's annual events include; Wurstfest, Maifest, Oktoberfest, BarBQ & Brats Festival, Taste of the Arts Festival, Kristkindl Markets and other Christmas time activities. There are a variety of antique shows, art programs and history related events.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$5,000.00	<u>State Dollars Reimbursed:</u>	\$4,864.87
		<u>Local Matching Dollars:</u>	\$5,774.03
		<u>Total Project Cost:</u>	\$10,638.90

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Total Circulation/Gross Impressions</u>	2,715,000
<u>Radio Ads Placed</u>	0	<u>Inquiries Reported</u>	6,943
<u>Newspaper Ads Placed</u>	1	<u>Cost Per Inquiry</u>	\$1.53
<u>Magazine Ads Placed</u>	4		
<u>Billboards Leased</u>	0		
<u>Brochures Distributed</u>	0	<u>Instate Marketing</u>	22 %
<u>Tradeshows Attended</u>	0	<u>Out-of-State Marketing</u>	78 %
<u>Other Marketing Activity</u>	0		

Project Outcomes

Percentage Completed 97% Did Project Achieve Objectives? Somewhat

DMO Comments Lodging tax receipts continue to grow, despite economic downturn. Surveys show a large number of first time visitors. The new logo is being more widely used and accepted by tourism partners.

Impact of Co-op Project This project allowed us to advertise in Spring/Summer Vacation Planner, which we could not have funded on our own and to maintain a presence in AAA publications to reach out to bordering states.

Outcome Effect on Future Marketing No response provided.

Combined Leisure Travel Marketing Category Data

DMOs with level II certification may apply for matching funds annually to promote leisure travel in this category. Eligible activities are print media advertising placement, targeted broadcast media advertising placement, internet advertising placement, electronic media marketing placement (travel related e-brochures), billboard lease, national or multi-state regional tradeshow registration, printing costs for direct mail pieces (group tour focus), and printing costs for pieces designed to fulfill leisure travel inquiries.

SUMMARY OF FY2009 CONTRACTS

Number of Leisure Travel Projects	12
State Dollars Awarded	\$345,854
State Dollars Reimbursed	\$313,827
Local Matching Dollars	\$314,100
Total Project Cost	\$627,927

Total Circulation/Gross Impressions	160,925,460
Inquiries Reported	299,514

TV Ads Placed	31	Brochures Distributed	170,900
Radio Ads Placed	0	Tradeshows Attended	45
Newspaper Ads Placed	92	Billboards Leased	7
Magazine Ads Placed	162	Other Marketing Activities	16

Percent Targeting Instate Market	27 %
Percent Targeting Out of State Markets	73 %

DMO Name	Award Amount	Reimbursed
Buchanan Co. Tourism Board d/b/a St. Joseph CVB	\$12,345.25	\$11,967.75
CVB of Greater Kansas City	\$21,000.00	\$13,606.00
Sedalia Area Chamber of Commerce	\$18,290.00	\$16,249.65
Pulaski County Visitors Bureau	\$41,782.50	\$38,667.47
Lake of the Ozarks Tri-County Lodging	\$55,985.15	\$48,295.95
City of Lebanon	\$28,418.57	\$26,968.22
Jefferson City CVB	\$35,866.59	\$34,464.53
Washington Area Chamber of Commerce	\$21,947.37	\$19,239.00
City of Joplin CVB	\$29,522.49	\$29,522.49
Cape Girardeau Chamber of Commerce/CVB	\$41,100.00	\$39,132.89
City of Ste. Genevieve Tourism Dept.	\$19,698.00	\$18,517.84
CVB for Sikeston, Mo. and Miner, Mo.	\$19,898.21	\$17,195.21

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: 09-01-022-11 DMO Buchanan Co. Tourism Board d/b/a St. Joseph CVB
Category: Leisure Travel Marketing Project: Leisure Marketing for Buchanan County
Primary Objectives 1. Implement programs to maximize economic impact 2. Increase hotel room occupancy 3. Present St. Joseph as a first-class destination
Destination Description Located on the river bluffs of the vast "Mighty-MO" St. Joseph is an All-American city born of the fur trade and brimming with a spirit of adventure. From the start of the Pony Express to the demise of Jesse James, we're a city abounding in 19th century charm and timeless natural beauty with all the elements you would expect in a modern city. We have over 15 museums, 12 annual festivals and many more historical attractions, many of which are located on the National Register of Historic Places.

Budget and Expenditures		<u>State Dollars Reimbursed:</u>	\$11,967.75
<u>State Dollars Awarded:</u>	\$12,345.25	<u>Local Matching Dollars:</u>	\$11,967.75
		<u>Total Project Cost:</u>	\$23,935.50

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Total Circulation/Gross Impressions</u>	183,051
<u>Radio Ads Placed</u>	0	<u>Inquiries Reported</u>	50,223
<u>Newspaper Ads Placed</u>	0	<u>Cost Per Inquiry</u>	\$0.48
<u>Magazine Ads Placed</u>	2		
<u>Billboards Leased</u>	0		
<u>Brochures Distributed</u>	0	<u>Instate Marketing</u>	15 %
<u>Tradeshows Attended</u>	1	<u>Out-of-State Marketing</u>	85 %
<u>Other Marketing Activity</u>	7		

Project Outcomes

Percentage Completed 97% Did Project Achieve Objectives? Somewhat

DMO Comments Missouri Department of Revenue reported economic impact of tourism expenditures in 2008 was over \$152 million, a 5% increase over 2007. The 2009 numbers have not been released. The museum attendance rose by 8% in FY08 and was up by 5% YTD 2009 and half of the Bank Travel appointments converted into leads.

Impact of Co-op Project The Cooperative Marketing Program allowed us additional funding to advertise in outlets that we otherwise could not afford. Those advertising purchases resulted in more inquiries than we could have generated on our own.

Outcome Effect on Future Marketing All components will be evaluated through our advertising conversion study. Those programs that are not producing results will be eliminated. Those that are successful will remain and be expanded.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u>	34.85%	<u>Visitor Expenditures:</u>	\$374,256
<u>Visits Generated:</u>	828	<u>Return on Investment (ROI):</u>	\$15.64

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: **09-04-019-11** DMO **CVB of Greater Kansas City**
Category: **Leisure Travel Marketing** Project: **Leisure Travel Inserts**
Primary Objectives 1. Reinforce major attractions to frequent visitors 2. Develop additional marketing efforts for off-peak seasons 3. Increase overnight leisure stays by 5%
Destination Description Kansas City is the largest city in the Western portion of the state. It offers major league sports, fine dining, unique shopping venues and arts and culture destinations. As a metropolis of 1.8 million people, it has a unique bi-state appeal due to the geography of the city. Major tourist attractions include the Kansas City Chiefs & Royals, Worlds of Fun, The Country Club Plaza, 18th & Vine Historic Jazz District, Hallmark's Crown Center and the Kansas City Zoo. Numerous annual signature events like the Plaza Art Fair, Irish Fest, Oktoberfest and the American Royal are appealing to the tourist looking for a weekend getaway.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$21,000.00	<u>State Dollars Reimbursed:</u>	\$13,606.00
		<u>Local Matching Dollars:</u>	\$13,606.00
		<u>Total Project Cost:</u>	\$27,212.00

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Total Circulation/Gross Impressions</u>	
<u>Radio Ads Placed</u>	0	<u>Inquiries Reported</u>	3,854
<u>Newspaper Ads Placed</u>	0	<u>Cost Per Inquiry</u>	\$7.06
<u>Magazine Ads Placed</u>	0		
<u>Billboards Leased</u>	0	<u>Instate Marketing</u>	24 %
<u>Brochures Distributed</u>	0	<u>Out-of-State Marketing</u>	76 %
<u>Tradeshows Attended</u>	0		
<u>Other Marketing Activity</u>	2		

Project Outcomes

Percentage Completed 65% Did Project Achieve Objectives? Significantly

DMO Comments Kansas City tested Madden Media's seasonal direct campaign with their fall direct mail brochure and e-brochure. For the holiday season we switched back to Madden's free-standing insert program. The direct mail and e-brochure generated numerous impression as well as leads, because those that received the direct mail and e-brochure are consumers that are predisposed to receiving information about Kansas City.

Impact of Co-op Project Both the direct and insert campaigns performed really well and met or exceeded expectations. The Cooperative Marketing Program helped Kansas City expose the numerous festivals, events, attractions and special offers to more than 1 million potential travelers throughout the region.

Outcome Effect on Future Marketing The outcome measurements and anecdotal experience confirm that newspaper inserts are probably not the best way for Kansas City to reach its target audience. One-to-one, direct campaigns both on-line and mail present a higher return on investment. While you sacrifice mass exposure, there is a greater return with the direct programs.

Quantifiable Measurements

(As provided by the participant)

<u>Visits Generated:</u>	1,830	<u>Visitor Expenditures:</u>	\$1,161,995
		<u>Return on Investment (ROI):</u>	\$42.70

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

<u>Contract #:</u>	09-05-002-11	<u>DMO</u>	Sedalia Area Chamber of Commerce
<u>Category:</u>	Leisure Travel Marketing	<u>Project:</u>	2009 Leisure Marketing
<u>Primary Objectives</u>	1. Increase number of leisure travel visitors by 2% 2. Generate \$25,000 in advertising equivalency 3. Increase awareness within group travel		
<u>Destination Description</u>	Sedalia is the county seat and serves as a market center for Pettis County. It is located in west central Missouri at the intersection of highways 65 and 50, only eighteen miles south of I-70. The area is characterized by gentle rolling hills and prairie. Our location on highway 65 places the county in route to the Lake of the Ozarks, Truman Lake, Pomme De Terre Lake and the Springfield/Branson area. The Missouri State Fairgrounds facilities draw thousands of visitors annually for camping rallies, livestock shows, sports tournaments and the Missouri State Fair. Major attractions include: Daum Museum of Contemporary Art, Railroad Heritage Exhibits, Scott Joplin Ragtime Festival, Katy Trail State Park, Bothwell Lodge State Historic Site and Blues & BBQ Festival.		

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$18,290.00	<u>State Dollars Reimbursed:</u>	\$16,249.65
		<u>Local Matching Dollars:</u>	\$16,249.67
		<u>Total Project Cost:</u>	\$32,499.32

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Total Circulation/Gross Impressions</u>	12,208,590
<u>Radio Ads Placed</u>	0	<u>Inquiries Reported</u>	2,894
<u>Newspaper Ads Placed</u>	21	<u>Cost Per Inquiry</u>	\$11.23
<u>Magazine Ads Placed</u>	4		
<u>Billboards Leased</u>	0	<u>Instate Marketing</u>	20 %
<u>Brochures Distributed</u>	0	<u>Out-of-State Marketing</u>	80 %
<u>Tradeshows Attended</u>	0		
<u>Other Marketing Activity</u>	1		

Project Outcomes

<u>Percentage Completed</u>	89%	<u>Did Project Achieve Objectives?</u>	Somewhat
<u>DMO Comments</u>	There was an 8% increase of leisure travel visitors in the Sedalia area during the ten days of the Missouri State Fair. We generated significantly over the goal for \$25,000 advertising equivalency. The Missouri Press Association wrote an article on the 1974 Ozark Musical Festival Exhibit resulting in newspapers in California, Florida, Nebraska and Missouri picking it up. The increase in awareness within group travel shows a positive trend. Web visits on our tour pages increased significantly as did the calls for assistance from tour groups.		
<u>Impact of Co-op Project</u>	The Cooperative Marketing Program allows us to present an enhanced i-brochure, advertise in the Madden Media inserts that reach out-of-state markets that work for us and place ads in the Show-Me Missouri magazine that features Sedalia's history and outdoor activities, the Kansas City Star, Sun Publications and the St. Louis Post Dispatch that attracts the cultural leisure traveler.		
<u>Outcome Effect on Future Marketing</u>	Continue to enhance the website, the Missouri Vacation Guide, inserts and the St. Louis Post Dispatch as these have been our most successful producers.		

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: **09-06-020-11** DMO: **Pulaski County Visitors Bureau**
Category: **Leisure Travel Marketing** Project: **Pulaski County Leisure Travel and Group Marketing Co-op**
Primary Objectives 1. To increase leisure travel by 5% 2. To increase group travel room nights and restaurant reservations by 10% 3. To increase military reunion bookings by 33%
Destination Description Pulaski County is centrally located on I-44 between Branson and St. Louis and is home to Fort Leonard Wood. Popular attractions are the Mahaffey Museum complex on Fort Leonard Wood and water activities on the Gasconade and Big Piney Rivers, Historic Route 66, Old Stagecoach Stop Civil War site and Trail of Tears markers. Pulaski County hosts over 70 events including: Frogfest, Dixon Cow Days and Crocker's Railroad Festival. Plans for a National Veteran's Cemetery and Monument are underway.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$41,782.50	<u>State Dollars Reimbursed:</u>	\$38,667.47
		<u>Local Matching Dollars:</u>	\$38,667.48
		<u>Total Project Cost:</u>	\$77,334.95

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Total Circulation/Gross Impressions</u>	9,208,198
<u>Radio Ads Placed</u>	0	<u>Inquiries Reported</u>	15,373
<u>Newspaper Ads Placed</u>	5	<u>Cost Per Inquiry</u>	\$5.03
<u>Magazine Ads Placed</u>	26		
<u>Billboards Leased</u>	0	<u>Instate Marketing</u>	27 %
<u>Brochures Distributed</u>	0	<u>Out-of-State Marketing</u>	73 %
<u>Tradeshows Attended</u>	12		
<u>Other Marketing Activity</u>	1		

Project Outcomes

Percentage Completed 93% Did Project Achieve Objectives? Significantly

DMO Comments Leads generated from leisure marketing increased 55%. This was primarily due to new print media ads that ran in Parade Insert and several other print media outlets. To compare to 2008 the 2009 leads were up 14% in like kind of advertising. We are currently undergoing a conversion study for the months of April through October to determine the conversion of these leads.

Impact of Co-op Project Between our Cooperative Marketing Program advertising and additional advertising funded by the Pulaski Tourism Bureau, we increased our leads from 13,000 to 29,000. We booked six conventions, seven reunions, eight leisure groups in FY09 for a total of 21 groups.

Outcome Effect on Future Marketing We use this information to determine future advertising campaigns, based on the number of leads generated and conversion numbers from each publication. We plan to continue marketing to the convention and reunion segments due to the economic impact they have on our county. Although we are limited in the size of the conventions that we can handle, we still market to smaller niche markets. As our communities increase meeting space, we will market towards larger groups.

Quantifiable Measurements Required quantifiable outcome measurement not provided by DMO

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

<u>Contract #:</u>	09-06-026-11	<u>DMO</u>	Lake of the Ozarks Tri-County Lodging Association
<u>Category:</u>	Leisure Travel Marketing	<u>Project:</u>	Lake of the Ozarks LTM Campaign, FY2009
<u>Primary Objectives</u>	1. Increase demand for the Lake of the Ozarks as a golf destination 2. Increase the number of golfers and rounds played 3. Increase total travel spending by golfers and visitors		
<u>Destination Description</u>	Central Missouri's Lake of the Ozarks is the premier family vacation, golf and meeting destination in America's Heartland. The 54,000 acre lake is a family-oriented Mecca for anglers, swimmers, boaters, water-skiers and sailors. Off the water, visitors can enjoy world-class golf at 16 courses open to the public. Tennis, hiking, hunting and a variety of other recreational activities add to the area's appeal. Missouri's largest state park and largest brand-name outlet shopping mall are distinctive Lake attractions, along with three show caves, 50-plus area antique stores, four family fun parks and two Ozark-style music shows. The finest array of restaurants in Central Missouri, including more than 40 located on the Lake keep visitors well fed. The Lake offers 250-plus lodging facilities ranging from full-service luxury resorts and smaller family-operated resorts to chain motels, condo rentals, campgrounds, bed-and-breakfasts and even houseboats. Business is a pleasure at the Lake as well, with 350,000 square feet of professional meeting space for conventions, reunions, meetings and conferences. A year full of festivals, fairs and fun events means there is always something happening at the Lake.		

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$55,985.15	<u>State Dollars Reimbursed:</u>	\$48,295.95
		<u>Local Matching Dollars:</u>	\$48,295.95
		<u>Total Project Cost:</u>	\$96,591.90

Marketing Activity Information

<u>TV Ads Placed</u>	31	<u>Total Circulation/Gross Impressions</u>	27,259,612
<u>Radio Ads Placed</u>	0	<u>Inquiries Reported</u>	46,388
<u>Newspaper Ads Placed</u>	18	<u>Cost Per Inquiry</u>	\$2.08
<u>Magazine Ads Placed</u>	18		
<u>Billboards Leased</u>	2		
<u>Brochures Distributed</u>	50,000	<u>Instate Marketing</u>	15 %
<u>Tradeshows Attended</u>	15	<u>Out-of-State Marketing</u>	85 %
<u>Other Marketing Activity</u>	2		

Project Outcomes

<u>Percentage Completed</u>	86%	<u>Did Project Achieve Objectives?</u>	Significantly
<u>DMO Comments</u>	The demand for information from advertising and visitors to the website was up 40%. Golf rounds were up 1% and 89.7% of the golfers that stated they would return to the Lake of the Ozarks to golf. Ninety three percent of the visitors were satisfied with their Lake of the Ozarks experience.		
<u>Impact of Co-op Project</u>	The Cooperative Marketing funds enabled us to promote the Lake of the Ozarks as a golf and vacation destination. Advertising in regional magazines, golf magazines, Madden Media products, TV, newspapers and participation in tradeshows was critical to our success.		
<u>Outcome Effect on Future Marketing</u>	We are reaching our target audience. We will continue to place a high priority in electronic marketing, attend golf shows, produce a golf guide and increase our advertising on the web.		

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u>	12.80%	<u>Visitor Expenditures:</u>	\$2,157,735
<u>Visits Generated:</u>	1,695	<u>Return on Investment (ROI):</u>	\$22.34

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

<u>Contract #:</u>	09-06-028-11	<u>DMO</u>	City of Lebanon
<u>Category:</u>	Leisure Travel Marketing	<u>Project:</u>	Leisure Travel Campaign, FY09
<u>Primary Objectives</u>	1. Increase the number of visitors and length of stay 2. Increase travel expenditures 3. Build awareness with leisure travelers thru media		
<u>Destination Description</u>	Lebanon is located at the crossroads of I-44 and Missouri Highway 5. It is a major gateway to the Lake of the Ozarks and a popular stopping place for travelers along the interstate. Lebanon area's #1 attraction is Bennett Spring State Park. The park is 11 miles northwest of Lebanon and is considered one of the premier trout fishing locations in the state of Missouri. Other popular attractions are; Barrels of Fun, Historic Route 66 and I-44 Speedway. Shoppers will find a wide variety of stores to experience such as; Heartland Antique Mall, Russell Stover candy outlet and Harley-Davidson store. Events attract visitors to Lebanon throughout the year. Some of the top events hosted on an annual basis are; the Opening Day of Trout Season, Hillbilly Days, Art at the Farm, the Laclede County Fair and holiday festivals.		

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$28,418.57	<u>State Dollars Reimbursed:</u>	\$26,968.22
		<u>Local Matching Dollars:</u>	\$26,968.22
		<u>Total Project Cost:</u>	\$53,936.44

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Total Circulation/Gross Impressions</u>	31,241,803
<u>Radio Ads Placed</u>	0	<u>Inquiries Reported</u>	39,788
<u>Newspaper Ads Placed</u>	2	<u>Cost Per Inquiry</u>	\$1.36
<u>Magazine Ads Placed</u>	12		
<u>Billboards Leased</u>	2		
<u>Brochures Distributed</u>	31,900	<u>Instate Marketing</u>	25 %
<u>Tradeshows Attended</u>	4	<u>Out-of-State Marketing</u>	75 %
<u>Other Marketing Activity</u>	2		

Project Outcomes

<u>Percentage Completed</u>	95%	<u>Did Project Achieve Objectives?</u>	Significantly
<u>DMO Comments</u>	Our number one attraction Bennett Spring, showed an increase in visitors and our hotels showed visitors staying longer. The lodging tax collections were up over FY08 and media exposure built awareness with leisure travelers in print and on-line marketing.		
<u>Impact of Co-op Project</u>	The Cooperative Marketing funds doubled our marketing efforts. Electronic marketing efforts were successful in raising awareness of the Lebanon area as a leisure destination. Also, the Visitors' Calendar is in high demand.		
<u>Outcome Effect on Future Marketing</u>	We will continue to print our Visitors Calendar and Visitors' Guide, utilize Madden marketing projects, attend leisure travel tradeshows, promote all areas of Laclede County of interest to the leisure traveler. We may change our marketing message.		

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: **09-06-032-11** DMO: **Jefferson City CVB**
Category: **Leisure Travel Marketing** Project: **Capital City LTM Campaign, FY2009**

Primary Objectives 1. Increase travel spending by visitors 2. Extend leisure travelers' length of stay 3. Increase attendance at local events and festivals

Destination Description Jefferson City includes many historical attractions including the Missouri State Capitol building, Jefferson Landing Historic Site, the Governor's Mansion, the Carnahan Memorial Garden, Museum of Missouri Military History, Missouri State Highway Patrol Museum, Missouri Supreme Court, Lincoln University - a historic national landmark, Runge Nature Center, Native Stone Winery and many other points of interest including Lewis and Clark sites. Our destination is also home to premier sporting facilities such as 63 Sports Complex, Fields and Legends softball complex and many quality sports facilities owned by the Jefferson City Parks and Recreation Department.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$35,866.59	<u>State Dollars Reimbursed:</u>	\$34,464.53
		<u>Local Matching Dollars:</u>	\$34,464.53
		<u>Total Project Cost:</u>	\$68,929.06

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Total Circulation/Gross Impressions</u>	29,303,644
<u>Radio Ads Placed</u>	0	<u>Inquiries Reported</u>	19,225
<u>Newspaper Ads Placed</u>	2	<u>Cost Per Inquiry</u>	\$3.59
<u>Magazine Ads Placed</u>	17		
<u>Billboards Leased</u>	2		
<u>Brochures Distributed</u>	20,000	<u>Instate Marketing</u>	40 %
<u>Tradeshows Attended</u>	4	<u>Out-of-State Marketing</u>	60 %
<u>Other Marketing Activity</u>	1		

Project Outcomes

Percentage Completed 96% Did Project Achieve Objectives? Significantly

DMO Comments In fiscal year 2009 we have experienced a dramatic increase of reader responses requesting our visitor guides.

Impact of Co-op Project The Cooperative Marketing Program funding has allowed us to advertise in magazines and attend tradeshows that we normally would not be able to afford, consequently exposing Jefferson City to new potential visitors.

Outcome Effect on Future Marketing Our results continue to show improvement each year indicating that we are moving in the right direction and achieving our marketing goals. We will continue with the current plan making small changes as necessary.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u>	4.70%	<u>Visitor Expenditures:</u>	\$2,875,257
<u>Visits Generated:</u>	6,237	<u>Return on Investment (ROI):</u>	\$58.02

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: **09-07-008-11** DMO: **Washington Area Chamber of Commerce**
Category: **Leisure Travel Marketing** Project: **Washington/Franklin Advertising**
Primary Objectives 1. Increase the number of leisure travelers from Chicago and Kansas City by 3% 2. Increase the number of overnight stays by 2% 3. Increase the special event visitors by 3%
Destination Description Washington is an attractive one-day or overnight destination. There is high interest in Washington's access to restaurants, fairs, festivals, wineries, shops, sightseeing and historic sites and parks. Washington area hosts a number of tourist attractions and events. The following are some of the notable; antique and specialty stores, Purina Farms, Washington Town & Country Fair, Missouri Meerschaum Corncob Pipes, Daniel Boone Home, art galleries, fine dining, band and craft festivals, Katy Trail State Park, church dinners, picnics, modern motels and quaint bed & breakfasts.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$21,947.37	<u>State Dollars Reimbursed:</u>	\$19,239.00
		<u>Local Matching Dollars:</u>	\$19,239.04
		<u>Total Project Cost:</u>	\$38,478.04

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Total Circulation/Gross Impressions</u>	7,270,358
<u>Radio Ads Placed</u>	0	<u>Inquiries Reported</u>	20,053
<u>Newspaper Ads Placed</u>	8	<u>Cost Per Inquiry</u>	\$1.92
<u>Magazine Ads Placed</u>	14		
<u>Billboards Leased</u>	1	<u>Instate Marketing</u>	38 %
<u>Brochures Distributed</u>	10,000	<u>Out-of-State Marketing</u>	62 %
<u>Tradeshows Attended</u>	2		
<u>Other Marketing Activity</u>	0		

Project Outcomes

<u>Percentage Completed</u>	88%	<u>Did Project Achieve Objectives?</u>	Somewhat
<u>DMO Comments</u>	With the economy as it was during 2009 we were not able to increase the number of overnight travelers. However, we did see an upturn in travelers coming for special events, the Girlfriend Weekends, the Countywide Tourism Committee's Historic Cemetery Tour and rediscovering Franklin County Treasures increased visits to Washington by more than 3%. Web visits and inquiries from the Kansas City and Chicago markets did show an increase of 2.5%, especially when the ads carried the information about Amtrak service.		
<u>Impact of Co-op Project</u>	The Cooperative Marketing Program enabled us to have a larger impact on the media that reaches larger audiences. Without the assistance of the Cooperative Marketing Program the tourism market in Washington and Franklin County would not be able to attract the visitors to the area to experience the Heart of Wine Country. We have been able to maximize our marketing dollars by working to develop partnerships with other adjoining markets. This gives us and them a bigger bang for the bucks spent.		
<u>Outcome Effect on Future Marketing</u>	We will evaluate the effectiveness of several of the smaller market newspapers, look at expanding more into publications in the Kansas City area as we have seen an increase in visitors from this area and continue to include major national publications. The outcome measurement is very helpful in planning for the next fiscal year.		

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

<u>Contract #:</u>	09-08-024-11	<u>DMO</u>	City of Joplin CVB
<u>Category:</u>	Leisure Travel Marketing	<u>Project:</u>	JCVB FY09 Leisure CMP
<u>Primary Objectives</u>	1. Assist hotel properties increase room nights 2. Market Jasper County as a getaway location for families and the "boomer" generation 3. Distribute the new History Guide to attract visitors		
<u>Destination Description</u>	Joplin is the fourth largest metro area in Missouri. A mining boomtown established in 1873, Joplin has a storied history and is conveniently located on Historic Route 66 & I-44. The Joplin Museum Complex, Boomtown Days, Sandstone Gardens, Wildcat Glades Audubon Center and The Bridge are just a few main attractions. Joplin has more than 20 hotels with 2,000+ total rooms and a thriving dining scene with more than 200 restaurants.		

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$29,522.49	<u>State Dollars Reimbursed:</u>	\$29,522.49
		<u>Local Matching Dollars:</u>	\$29,795.47
		<u>Total Project Cost:</u>	\$59,317.96

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Total Circulation/Gross Impressions</u>	668,361
<u>Radio Ads Placed</u>	0	<u>Inquiries Reported</u>	15,852
<u>Newspaper Ads Placed</u>	4	<u>Cost Per Inquiry</u>	\$3.74
<u>Magazine Ads Placed</u>	11		
<u>Billboards Leased</u>	0	<u>Instate Marketing</u>	25 %
<u>Brochures Distributed</u>	55,000	<u>Out-of-State Marketing</u>	75 %
<u>Tradeshows Attended</u>	0		
<u>Other Marketing Activity</u>	0		

Project Outcomes

<u>Percentage Completed</u>	100%	<u>Did Project Achieve Objectives?</u>	Somewhat
<u>DMO Comments</u>	The new History Guide created interest in our target market to visit Jasper County. This resulted in visitors extending their stay to explore their interest in Civil War history and Route 66.		
<u>Impact of Co-op Project</u>	The Cooperative Marketing efforts also generated the creation of a new county CIVIL WAR PARK funded through private donations. The project also generated group tour interest because of the specific tours offered in the new History Guide, including Newton County.		
<u>Outcome Effect on Future Marketing</u>	We will become more specific in promoting events in Jasper County. We will also work to attract new younger markets to the region. Price, convenience and "just right" size of the area.		

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: **09-10-003-11** DMO **Cape Girardeau Chamber of Commerce/CVB**
Category: **Leisure Travel Marketing** Project: **Explore ...and Find Yourself Here**
Primary Objectives 1. Build awareness as an enjoyable travel destination 2. Draw more visitors to our community 3. Increase length of stay and spending
Destination Description Cape Girardeau is a 200+ year old Mississippi River town, rich in history and heritage, yet vibrant and growing. We're the largest city between St. Louis and Memphis along the I-55 corridor. Attractions and events include the Mississippi River Tales Mural, Nature Center, Red House Interpretive Center, Trail of Tears State Park, Bollinger Mill Historic Site, River Ridge Winery, Fort D, SEMO district Fair, Libertyfest and Air Festival Riverfront Cruises.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$41,100.00	<u>State Dollars Reimbursed:</u>	\$39,132.89
		<u>Local Matching Dollars:</u>	\$39,132.92
		<u>Total Project Cost:</u>	\$78,265.81

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Total Circulation/Gross Impressions</u>	19,045,589
<u>Radio Ads Placed</u>	0	<u>Inquiries Reported</u>	19,138
<u>Newspaper Ads Placed</u>	3	<u>Cost Per Inquiry</u>	\$4.09
<u>Magazine Ads Placed</u>	32		
<u>Billboards Leased</u>	0	<u>Instate Marketing</u>	15 %
<u>Brochures Distributed</u>	0	<u>Out-of-State Marketing</u>	85 %
<u>Tradeshows Attended</u>	0		
<u>Other Marketing Activity</u>	0		

Project Outcomes

Percentage Completed 95% Did Project Achieve Objectives? Significantly

DMO Comments More than 70% of our overnight guests are coming from the states of Missouri, Illinois, Tennessee and Arkansas. The support that we receive from the Cooperative Marketing Program allows us to effectively advertise in publications that target those markets.

Impact of Co-op Project With the Missouri Division of Tourism's partnership, we have been able to penetrate St. Louis, our number one feeder market. This year we reached that market through the use of St. Louis Magazine and the St. Louis Women's Journal.

Outcome Effect on Future Marketing The CVB is finishing up its Point of Origin Study and its Conversion Study and will supply the results to the Missouri Division of Tourism upon completion. Those results will help us to further hone and refine our future advertising plans.

Quantifiable Measurements Required quantifiable outcome measurement not provided by DMO

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: **09-10-033-11** DMO **City of Ste. Genevieve Tourism Dept.**
Category: **Leisure Travel Marketing** Project: **Visit French Colonial Ste. Genevieve, FY09**

Primary Objectives 1. Increase taxable sales in Ste. Genevieve County 2. Increase the number of visitors/tourists 3. Increase the number of overnight stays

Destination Description As the oldest continuous city in Missouri, Ste. Genevieve is one of the state's most historic sites. Founded in 1740, it has the largest collection of French colonial vertical log houses in North America, including three of five known Poteau en terre (post in the ground) houses. Ste. Genevieve is designated as a historic district with several National Landmark sites. It is quaint, charming and quiet with Europeanese streets, the oldest cemetery in Missouri and the first church west of the Mississippi. Attractions include five different vineyards With their entertainment and special events, many parks and nature reserves that provide opportunities for eco-tourism, the King's Ball, spring Garden Walk, Autumn Daze and the Christmas Walk, more than 30 shops, antique stores, boutiques and award winning Bed & Breakfasts. Visitors find Ste. Genevieve to be a dream village, authentic and quaint.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$19,698.00	<u>State Dollars Reimbursed:</u>	\$18,517.84
		<u>Local Matching Dollars:</u>	\$18,517.87
		<u>Total Project Cost:</u>	\$37,035.71

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Total Circulation/Gross Impressions</u>	20,605,709
<u>Radio Ads Placed</u>	0	<u>Inquiries Reported</u>	59,572
<u>Newspaper Ads Placed</u>	27	<u>Cost Per Inquiry</u>	\$0.62
<u>Magazine Ads Placed</u>	11		
<u>Billboards Leased</u>	0		
<u>Brochures Distributed</u>	4,000	<u>Instate Marketing</u>	40 %
<u>Tradeshows Attended</u>	0	<u>Out-of-State Marketing</u>	60 %
<u>Other Marketing Activity</u>	1		

Project Outcomes

Percentage Completed 94% Did Project Achieve Objectives? Somewhat

DMO Comments There were limited leads from the newspaper ads and no redemption was recorded from the Drury insert. The I-brochure continues to pay for itself by reducing postage to mail visitor guides more than offsetting the cost to produce it.

Impact of Co-op Project The Cooperative Marketing funds allows us to market in regional publications and quality magazines in the Midwest that we otherwise would not be able to do.

Outcome Effect on Future Marketing Future projects will focus on more regional, high quality publications with reader service instead of newspapers and circulars. Reader service will give us a better understanding of the return on investment through inquiry analysis.

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

<u>Contract #:</u>	09-10-034-11	<u>DMO</u>	CVB for Sikeston, Mo. and Miner, Mo.
<u>Category:</u>	Leisure Travel Marketing	<u>Project:</u>	Scott County LTM Campaign, FY2009
<u>Primary Objectives</u>	1. Increase overnight stays 2. Attract new visitors 3. Retain existing visitors		
<u>Destination Description</u>	The Cities of Sikeston and Miner are on I-55 midway between St. Louis and Branson. The CVB's region is defined as the Missouri Bootheel. A few of the events and attractions include the original Lambert's Café, the annual Sikeston-Jaycee Bootheel Rodeo, Southeast Missouri Agricultural Museum, Sikeston Factory Outlet Stores, Bootheel Golf Club, Cotton Festival of the Arts, Redneck Bar-b-que Cook-off, Cotton Carnival, the Sikeston Depot, a local winery, a national wildlife refuge and state parks. The region is rich in Civil War history and has many historic homes and museums. Gaming, hiking, biking, fishing and hunting are also available activities for visitors		

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$19,898.21	<u>State Dollars Reimbursed:</u>	\$17,195.21
		<u>Local Matching Dollars:</u>	\$17,195.23
		<u>Total Project Cost:</u>	\$34,390.44

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Total Circulation/Gross Impressions</u>	3,930,545
<u>Radio Ads Placed</u>	0	<u>Inquiries Reported</u>	7,154
<u>Newspaper Ads Placed</u>	2	<u>Cost Per Inquiry</u>	\$4.81
<u>Magazine Ads Placed</u>	15		
<u>Billboards Leased</u>	0	<u>Instate Marketing</u>	35 %
<u>Brochures Distributed</u>	0	<u>Out-of-State Marketing</u>	65 %
<u>Tradeshows Attended</u>	7		
<u>Other Marketing Activity</u>	1		

Project Outcomes

<u>Percentage Completed</u>	86%	<u>Did Project Achieve Objectives?</u>	Significantly
<u>DMO Comments</u>	Targeted markets expanded our visibility and attracted more visitors and our lodging tax revenues showed a 14% increase over the previous year, indicating more overnight stays in our area, especially in August, March and during the fourth quarter.		
<u>Impact of Co-op Project</u>	The Cooperative Marketing program enabled us to expand our marketing and advertising, so we were able to reach more consumers in print, on-line and in person.		
<u>Outcome Effect on Future Marketing</u>	We will study the CPI to see what publications and marketing tools returned the best results and revise our marketing strategy as needed.		

Combined Destination Advertising Category Data

DMOs with level III certification may apply for matching funds for placement costs for selected advertising targeting the leisure traveler in those markets and media approved by MDT (list provided annually). This includes the placement of selected media advertising including TV, radio, and print ads in magazines and newspapers and selected internet advertising placement. Participants must pay all production costs associated with ads placed in this category. Ads may be placed through the Division of Tourism's general market ad agency, or the participant may place the ads independently. Eligible media is limited to placement in markets and media pre-approved by the Division.

SUMMARY OF FY2009 CONTRACTS

Number of Destination Advertising Projects	9
State Dollars Reimbursed	\$3,246,951
Local Matching Dollars	\$3,247,478
Total Project Cost	\$6,494,429
State Dollars Budgeted	\$3,269,486
Total Circulation/Gross Impressions	1,920,328,136
Inquiries Reported	421,440

TV Ads Placed	22,344	Trips Generated	452,219
Radio Ads Placed	12,190	Average Expenditures Per Trip	\$699
Newspaper Ads Placed	133	Visitor Expenditures	\$318,707,800
Magazine Ads Placed	214	Avg. Return on Investment	\$49
On-Line Advertising Placed	29		
% Targeting Instate Markets	17%	% Targeting Out-of-State Markets	83%

DMO Name	Awarded	Reimbursed
Buchanan Co. Tourism Board d/b/a St. Joseph CVB	\$121,948.00	\$115,310.03
City of Independence - Tourism Department	\$180,000.00	\$179,517.02
CVB of Greater Kansas City	\$579,000.00	\$577,267.37
Lake of the Ozarks Tri-County Lodging Association	\$293,538.00	\$289,983.77
City of St. Charles Tourism Department	\$175,000.00	\$167,657.73
St. Louis CVC	\$600,000.00	\$600,000.00
Springfield CVB	\$520,000.00	\$520,000.00
Chamber of Commerce of Table Rock Lake/Kimberling	\$200,000.00	\$197,215.20
Branson/Lakes Area Chamber of Commerce/CVB	\$600,000.00	\$600,000.00

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: **09-01-040-44** DMO **Buchanan Co. Tourism Board d/b/a St. Joseph CVB**
Category: **Destination Advertising** Project: **Destination Marketing Campaign FY09**
Primary Objectives 1. Implement programs to maximize the economic impact 2. Increase hotel room occupancy 3. Present St. Joseph as a first class destination
Destination Description Located on the river bluffs of the vast "Mighty-MO" St. Joseph is an All-American city born of the fur trade and brimming with a spirit of adventure. From the start of the Pony Express to the demise of Jesse James, we're a city abounding in 19th century charm and timeless natural beauty with all the elements you would expect in a modern city. We have over 15 museums, 12 annual festivals and many more historical attractions, many of which are located on the National Register of History Places.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$121,948.00	<u>State Dollars Reimbursed:</u>	\$115,310.03
		<u>Local Matching Dollars:</u>	\$115,310.06
		<u>Total Project Cost:</u>	\$230,620.09

Marketing Activity Information

<u>TV Ads Placed</u>	354	<u>Total Circulation/Gross Impressions</u>	39,993,677
<u>Radio Ads Placed</u>	25	<u>Inquiries Reported</u>	47,108
<u>Newspaper Ads Placed</u>	4	<u>Cost Per Inquiry</u>	\$4.90
<u>Magazine Ads Placed</u>	55		
<u>Billboards Leased</u>	0	<u>Instate Marketing</u>	5 %
<u>Brochures Distributed</u>	0	<u>Out-of-State Marketing</u>	95 %
<u>Tradeshows Attended</u>	0		
<u>Other Marketing Activity</u>	17		

Project Outcomes

Percentage Completed 95% Did Project Achieve Objectives? Somewhat
DMO Comments The museum attendance rose by 8% in FY08 and was up by 5% YTD 2009. Missouri Department of Revenue reported economic impact of tourism expenditures in 2008 was over \$152 million, a 5% increase over 2007. The 2009 numbers have not been released yet.
Impact of Co-op Project The Cooperative Marketing Program allowed us additional funding to advertise in outlets that we otherwise could not afford. Those advertising purchases resulted in more inquiries than we could have generated on our own.
Outcome Effect on Future Marketing All components will be evaluated through our advertising conversion study. Those programs that are not producing results will be eliminated. Those that are successful will remain and be expanded.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u>	34.85%	<u>Visitor Expenditures:</u>	\$3,780,980
<u>Visits Generated:</u>	8,365	<u>Return on Investment (ROI):</u>	\$16.39

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: **09-04-039-44** DMO **City of Independence - Tourism Department**
Category: **Destination Advertising** Project: **Attractions Marketing**
Primary Objectives 1. Increase awareness in leisure and group tour markets 2. Increase tourism direct spending and overnights 3. Involve tourism partners

Destination Description As the fourth largest city in the state, Independence has a rich history. It features the home of President Harry S. Truman and his museum/library as well as the National Frontier Trails Museum which tells the story of the beginning of the Santa Fe, Oregon and California Trails. The Vaile Mansion, Bingham-Waggoner Estates and 1859 Jail and Marshal's Home provide additional venues depicting our early history. It has significant religious history, particularly with the LDS (Mormon) and Community of Christ denominations. All are within close proximity to an historic square which includes unique restaurants, retail and specialty shops. The eastern part of the city has three newer hotels, restaurants, a major shopping center, two golf courses and a family water park.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$180,000.00	<u>State Dollars Reimbursed:</u>	\$179,517.02
		<u>Local Matching Dollars:</u>	\$179,512.02
		<u>Total Project Cost:</u>	\$359,029.04

Marketing Activity Information

<u>TV Ads Placed</u>	476	<u>Total Circulation/Gross Impressions</u>	207,938,609
<u>Radio Ads Placed</u>	781	<u>Inquiries Reported</u>	32,192
<u>Newspaper Ads Placed</u>	17	<u>Cost Per Inquiry</u>	\$11.15
<u>Magazine Ads Placed</u>	27		
<u>Billboards Leased</u>	0		
<u>Brochures Distributed</u>	0	<u>Instate Marketing</u>	23 %
<u>Tradeshows Attended</u>	0	<u>Out-of-State Marketing</u>	77 %
<u>Other Marketing Activity</u>	10		

Project Outcomes

Percentage Completed 100% Did Project Achieve Objectives? Somewhat

DMO Comments With the national predictions of the economic challenges, we anticipated decreased revenue. Hotel tax was down 9% and occupancy decreased nearly 4%. Our partnership participation was constant and the print and on-line leads were higher than anticipated.

Impact of Co-op Project The Cooperative Marketing Program increased our marketing budget by 40% allowing us to increase print, add radio, television and on-line campaigns. While the economic impact was less this year, we believe it is important to maintain a marketing base for the future.

Outcome Effect on Future Marketing We use several tools (tax income, conversion, leads, visitor surveys) to evaluate marketing effectiveness. Results are used in discussions with our marketing agency, board and partners to determine which products work best for future applications.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u>	3.70%	<u>Visitor Expenditures:</u>	\$525,415
<u>Visits Generated:</u>	1,165	<u>Return on Investment (ROI):</u>	\$1.46

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: **09-04-044-44** DMO **CVB of Greater Kansas City**
Category: **Destination Advertising** Project: **FY2009 Destination Advertising Program**
Primary Objectives 1. Reinforce major attractions and inform visitors of unique events and attractions 2. Refine messaging to appeal to adult traveler 3. Redesign VisitKC.com

Destination Description Kansas City is the largest city in the Western portion of the state. It offers major league sports, fine dining, unique shopping venues and arts and culture destinations. As a metropolis of 2 million people, it has a unique bi-state appeal due to the geography of the city. Major tourist attractions include the Kansas City Chiefs & Royals, Worlds of Fun, The Country Club Plaza, 18th & Vine Historic Jazz District, Hallmark's Crown Center and the Kansas City Zoo. Numerous annual signature events like the Plaza Art Fair, Irish Fest, Oktoberfest and the American Royal are appealing to the tourist looking for a weekend getaway.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$579,000.00	<u>State Dollars Reimbursed:</u>	\$577,267.37
		<u>Local Matching Dollars:</u>	\$577,267.37
		<u>Total Project Cost:</u>	\$1,154,534.74

Marketing Activity Information

<u>TV Ads Placed</u>	9,710	<u>Total Circulation/Gross Impressions</u>	189,335,307
<u>Radio Ads Placed</u>	4,970	<u>Inquiries Reported</u>	18,496
<u>Newspaper Ads Placed</u>	39	<u>Cost Per Inquiry</u>	\$62.42
<u>Magazine Ads Placed</u>	1		
<u>Billboards Leased</u>	0		
<u>Brochures Distributed</u>	0	<u>Instate Marketing</u>	22 %
<u>Tradeshows Attended</u>	0	<u>Out-of-State Marketing</u>	78 %
<u>Other Marketing Activity</u>	1		

Project Outcomes

Percentage Completed 100% Did Project Achieve Objectives? Significantly

DMO Comments Kansas City's 08/09 Ad Effectiveness Studies measured the results of both summer campaigns, which span the state of Missouri's 2009 fiscal year. Both studies show a \$47 and \$44 return on investment for each year and more than 160,000 incremental room nights.

Impact of Co-op Project The \$1.4 million 2008 campaign and the \$1.3 million 2009 campaign generated incredible awareness, penetration and return on investment for every media dollar invested. The 2009 campaign performed extremely well given the economic downturn.

Outcome Effect on Future Marketing The research studies are very important tools to measure the effectiveness of our advertising. In 2009 we experienced incremental travel out of all media markets except Tulsa. Kansas City may shift funds and markets in 2010.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u>		<u>Visitor Expenditures:</u>	\$56,935,370
<u>Visits Generated:</u>	89,662	<u>Return on Investment (ROI):</u>	\$44.35

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: **09-06-042-44** DMO **Lake of the Ozarks Tri-County Lodging Association**
Category: **Destination Advertising** Project: **Lake of the Ozarks "Extend the Season Advertising**
Primary Objectives 1. To extend our travel season and customers' visit 2. To increase total travel spending 3. To generate \$56 million in accommodation revenues

Destination Description Central Missouri's Lake of the Ozarks is the premier family vacation, golf and meeting destination in America's Heartland. The 54,000 acre lake is a family-oriented Mecca for anglers, swimmers, boaters, water-skiers and sailors. Off the water, visitors can enjoy world-class golf at 16 courses open to the public. Tennis, hiking, hunting and a variety of other recreational activities add to the area's appeal. Missouri's largest state park and largest brand-name outlet shopping mall are distinctive Lake attractions, along with three show caves, 50-plus area antique stores, four family fun parks and two Ozark-style music shows. The finest array of restaurants in Central Missouri, including more than 40 located on the Lake keep visitors well fed. The Lake offers 250-plus lodging facilities ranging from full-service luxury resorts and smaller family-operated resorts to chain motels, condo rentals, campgrounds, bed-and-breakfasts and even houseboats. Business is a pleasure at the Lake as well, with 350,000 square feet of professional meeting space for conventions, reunions, meetings and conferences. A year full of festivals, fairs and fun events means there is always something happening at the Lake.

Budget and Expenditures

State Dollars Awarded: \$293,538.00

State Dollars Reimbursed: \$289,983.77
Local Matching Dollars: \$289,984.13
Total Project Cost: \$579,967.90

Marketing Activity Information

<u>TV Ads Placed</u>	576	<u>Total Circulation/Gross Impressions</u>	677,578,631
<u>Radio Ads Placed</u>	1,792	<u>Inquiries Reported</u>	88,900
<u>Newspaper Ads Placed</u>	53	<u>Cost Per Inquiry</u>	\$6.52
<u>Magazine Ads Placed</u>	55		
<u>Billboards Leased</u>	0	<u>Instate Marketing</u>	20 %
<u>Brochures Distributed</u>	0	<u>Out-of-State Marketing</u>	80 %
<u>Tradeshows Attended</u>	0		
<u>Other Marketing Activity</u>	0		

Project Outcomes

Percentage Completed 99% Did Project Achieve Objectives? Significantly

DMO Comments With a declining economy and negative e-coli press we were still able to double our advertising dollars and out perform our competitive set in terms of receiving fair market shares of revenues attained.

Impact of Co-op Project While inquiries and revenues finished slightly below the previous fiscal year, the doubling of our ad dollars with the Cooperative Marketing Program allowed us to outperform our competitive set, according to the Smith Travel Research Star report.

Outcome Effect on Future Marketing Increase advertising and/or ad size in productive markets and mediums. Delete or reduce media and/or ad size with poor inquiry results. Strategically place ads prior to in-season business cycles.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u>	12.85%	<u>Visitor Expenditures:</u>	\$13,251,584
<u>Visits Generated:</u>	10,413	<u>Return on Investment (ROI):</u>	\$22.85

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: **09-07-043-44** DMO **City of St. Charles Tourism Department**
Category: **Destination Advertising** Project: **FY2009 Destination Advertising**
Primary Objectives 1. Increase visitor spending by 4% 2. Increase overnight stays by 3% 3. Increase visitor inquiries via web site by 12% 4. Increase visitor inquiries via telephone by 5%
Destination Description St. Charles & Frenchtown Historic Districts, Foundry Art Centre, Lewis & Clark Boathouse, Bass Pro Shop, First State Capitol Historic Site, Convention Center, Ameristar Casino/Resort, Boonesfield Village, Wine Country, Rec-Plex, Lindenwood Center for Fine & Performing Arts. Festivals: Fete de Glace, MO Tartan Day, Spring ArtWalk, Lewis & Clark Heritage Days, Olde Thyme Picnic, Greater St. Louis Renaissance Faire, Heritage & Freedom Fest, Swingin' Bluegrass Festival, Quilts On Main, Mosaics, Irish Heritage Days, Oktoberfest, Augusta Candlelight Walk, Christmas Traditions.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$175,000.00	<u>State Dollars Reimbursed:</u>	\$167,657.73
		<u>Local Matching Dollars:</u>	\$167,675.75
		<u>Total Project Cost:</u>	\$335,333.48

Marketing Activity Information

<u>TV Ads Placed</u>	117	<u>Total Circulation/Gross Impressions</u>	443,409,650
<u>Radio Ads Placed</u>	80	<u>Inquiries Reported</u>	36,663
<u>Newspaper Ads Placed</u>	20	<u>Cost Per Inquiry</u>	\$9.15
<u>Magazine Ads Placed</u>	28		
<u>Billboards Leased</u>	0		
<u>Brochures Distributed</u>	0	<u>Instate Marketing</u>	20 %
<u>Tradeshows Attended</u>	0	<u>Out-of-State Marketing</u>	80 %
<u>Other Marketing Activity</u>	1		

Project Outcomes

Percentage Completed 96% Did Project Achieve Objectives? Somewhat

DMO Comments The visitor inquiries via telephone increased by 6% which was above our predicted 5%. However, the visitor spending and overnight stays were slightly below our predicted goals. Given the current economy, this did not come as a complete surprise but, was a disappointment.

Impact of Co-op Project We fully realize the importance of advertising. In the tough economy with every destination competing for the tourism dollar, the Cooperative Marketing project dollars enable us to continue promoting our area. Overall, inquiries were up an impressive 35% with print being the most effective.

Outcome Effect on Future Marketing The results obtained this year will direct both our resources and our investigative time to refine further the application of cooperative marketing funds to be applied where the results have some of the greatest return on investments.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u>	81.95%	<u>Visitor Expenditures:</u>	\$21,349,328
<u>Visits Generated:</u>	31,031	<u>Return on Investment (ROI):</u>	\$63.66

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: **09-07-047-44** DMO **St. Louis CVC**
Category: **Destination Advertising** Project: **FY09 Destination Advertising**
Primary Objectives 1. Promote St. Louis as a top vacation destination 2. Focus on the CVC's branding platform by leveraging a new campaign to promote St. Louis 3. Maintain the CVC web site as the Official Travel Portal of St. Louis
Destination Description St. Louis is a favorite destination for leisure visitors who seek variety. Attractions include the Gateway Arch, Forest Park, the Zoo, Science Center, Art Museum, Missouri Botanical Garden, Anheuser-Busch Brewery, The Magic House and St. Louis' Children Museum. Annual events include Live on the Levee concerts, The St. Louis Art Fair, St. Louis Jazz Festival, Big Muddy Blues Festival and one of the nation's biggest Mardi Gras celebrations.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$600,000.00	<u>State Dollars Reimbursed:</u>	\$600,000.00
		<u>Local Matching Dollars:</u>	\$600,000.00
		<u>Total Project Cost:</u>	\$1,200,000.00

Marketing Activity Information

<u>TV Ads Placed</u>	4,068	<u>Total Circulation/Gross Impressions</u>	59,486,300
<u>Radio Ads Placed</u>	2,171	<u>Inquiries Reported</u>	11,679
<u>Newspaper Ads Placed</u>	0	<u>Cost Per Inquiry</u>	\$102.75
<u>Magazine Ads Placed</u>	8		
<u>Billboards Leased</u>	0	<u>Instate Marketing</u>	10 %
<u>Brochures Distributed</u>	0	<u>Out-of-State Marketing</u>	90 %
<u>Tradeshows Attended</u>	0		
<u>Other Marketing Activity</u>	0		

Project Outcomes

Percentage Completed 100% Did Project Achieve Objectives? Significantly

DMO Comments The economic conditions during 2009 changed travel behavior nationwide. These conditions affected the St. Louis tourism industry during FY09, but research conducted shows that the CVC's advertising campaign and efficient media buys did increase awareness of the destination. Overall travel to the city remained steady as compared to 2008 levels. The CVC's campaign was also successful in encouraging potential visitors to visit explorestlouis.com. The CVC's campaign had a positive impact on St. Louis' image by communicating that the destination is a "fun place to visit" with a "wide variety of things to see and do" and is a "good value for the money".

Impact of Co-op Project Funds granted through the Cooperative Marketing Program allowed the CVC to add radio to its FY09 media plan and continue to utilize street promotional teams in both Chicago and Memphis, and also add street teams in Indianapolis during the summer of 09. Research shows that awareness generated by the combination of radio and street teams produced more travel than TV or print media. Additionally, funds earned through the Cooperative Marketing Program allowed the CVC to continue to support the marketing efforts of its members.

Outcome Effect on Future Marketing The current markets will continue to be carefully analyzed for potential adjustments in the future. Because, the radio and street marketing teams were so successful while remaining cost effective, both will continue to be utilized. From a creative perspective the CVC will continue to adjust its message to match the needs of the target audience.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u>		<u>Visitor Expenditures:</u>	\$59,257,791
<u>Visits Generated:</u>	90,747	<u>Return on Investment (ROI):</u>	\$53.28

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: **09-08-041-44** DMO **Springfield CVB**
Category: **Destination Advertising** Project: **Leisure Travel Campaign**
Primary Objectives 1. Increase total number of overnight visitors 2. Increase length of stay 3. Increase amount spent per trip
Destination Description Springfield has the big city amenities teamed with the small town hospitality. Experience the great outdoors, indoors year-round at the original and largest Bass Pro Shops and North America's only ride through cave at Fantastic Caverns. Visitors can also enjoy a Springfield Cardinals baseball game, the Missouri Sports Hall of Fame, Battlefield Mall, Discovery Center, Animal Paradise Family Fun Park, Wilson's Creek National Battlefield, Springfield National Cemetery, Air & Military Museum of the Ozarks, Route 66 Driving Tour and Python Castle. For the outdoor enthusiast, Springfield has a quickly growing rails-to-trails network with more than 50 miles of trails. Some of the attractions accessible from the trails are Mizumoto Stroll Garden, Galloway Village and Springfield Conservation Nature Center.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$520,000.00	<u>State Dollars Reimbursed:</u>	\$520,000.00
		<u>Local Matching Dollars:</u>	\$520,000.00
		<u>Total Project Cost:</u>	\$1,040,000.00

Marketing Activity Information

<u>TV Ads Placed</u>	3,017	<u>Total Circulation/Gross Impressions</u>	60,050,545
<u>Radio Ads Placed</u>	2,371	<u>Inquiries Reported</u>	40,434
<u>Newspaper Ads Placed</u>	0	<u>Cost Per Inquiry</u>	\$25.72
<u>Magazine Ads Placed</u>	40		
<u>Billboards Leased</u>	0		
<u>Brochures Distributed</u>	0	<u>Instate Marketing</u>	25 %
<u>Tradeshows Attended</u>	0	<u>Out-of-State Marketing</u>	75 %
<u>Other Marketing Activity</u>	0		

Project Outcomes

Percentage Completed 100% Did Project Achieve Objectives? Significantly
DMO Comments According to the FY09 Conversion Study, Springfield CVB's conversion rate is 63.1% up significantly from 50.5% in FY08 and the highest conversion rate in the CVB's history. Visitor spending also yielded a record \$23.1 million, generating a return on investment of \$88.72.
Impact of Co-op Project The Cooperative Marketing Program allows the bureau to leverage its funds to increase the reach and frequency of advertising and marketing programs, and provides an opportunity to advertise extensively outside the state of Missouri.
Outcome Effect on Future Marketing The outcomes from the conversion study will impact future marketing strategies including advertising vehicles, timing of campaigns, target markets, creative approaches and messaging for the FY10 campaign.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u>	63.10%	<u>Visitor Expenditures:</u>	\$23,060,115
<u>Visits Generated:</u>	39,419	<u>Return on Investment (ROI):</u>	\$88.69

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: **09-08-045-44** DMO: **Chamber of Commerce of Table Rock Lake/Kimberling City**
Category: **Destination Advertising** Project: **Our Lake is Your Lake**
Primary Objectives 1. Increase tourism revenue in Stone County 2. Generate incremental visits from targeted markets 3. Increase inquiries about 15,500

Destination Description Table Rock Lake is a tourism destination that attracts thousands of visitors annually. It has 745 miles of shoreline and is located only minutes from Branson, Missouri. Visitors enjoy water recreation, relaxation, entertainment, outdoor adventure and accommodations ranging from rustic to luxurious. Water activities are consistent year-round with hundreds of fishing tournaments, scuba diving, water skiing, boating, swimming, tubing and or just relaxing on the lake. The Table Rock Lake area offers four distinct seasons to those who want to experience year round outdoor recreation and entertainment.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$200,000.00	<u>State Dollars Reimbursed:</u>	\$197,215.20
		<u>Local Matching Dollars:</u>	\$197,215.20
		<u>Total Project Cost:</u>	\$394,430.40

Marketing Activity Information

<u>TV Ads Placed</u>	2,850	<u>Total Circulation/Gross Impressions</u>	28,333,417
<u>Radio Ads Placed</u>	0	<u>Inquiries Reported</u>	125,228
<u>Newspaper Ads Placed</u>	0	<u>Cost Per Inquiry</u>	\$3.15
<u>Magazine Ads Placed</u>	0		
<u>Billboards Leased</u>	0		
<u>Brochures Distributed</u>	0	<u>Instate Marketing</u>	24 %
<u>Tradeshows Attended</u>	0	<u>Out-of-State Marketing</u>	76 %
<u>Other Marketing Activity</u>	0		

Project Outcomes

Percentage Completed 99% Did Project Achieve Objectives? Significantly

DMO Comments The campaign produces 77,969 or 9% incremental trips and generated \$60.6 million. The tracked inquiries showed a 37,387 or 29.9% growth.

Impact of Co-op Project The Cooperative Marketing Program allowed us to send our unique message to an entirely new audience. We told our unique story of lakes and activities alongside the compelling story of Branson as our neighbor.

Outcome Effect on Future Marketing We will conduct a Prism analysis with our zip code database to help us determine the markets in which we advertise. The results will illustrate which cities were most effective at conversion.

Quantifiable Measurements

(As provided by the participant)

<u>Visits Generated:</u>	77,969	<u>Visitor Expenditures:</u>	\$60,581,913
		<u>Return on Investment (ROI):</u>	\$153.59

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: **09-08-046-44** DMO: **Branson/Lakes Area Chamber of Commerce/CVB**
Category: **Destination Advertising** Project: **Summer Television Campaign**
Primary Objectives 1. Increase national brand awareness 2. Increase younger, first time and overall visitation 3. Increase length of stay and dollars spent
Destination Description Branson offers 52 theatres with more than 100 shows. Silver Dollar City features Ozarks history with craft shops, six festivals and amusement rides. Visitors can enjoy the breathtaking Ozark Mountains, three lakes, championship golf, 200+outlet and craft shops, and the new Branson Landing, a lakefront development offering upscale shopping and dining. Other attractions include Branson Convention Center, the TITANIC Museum Attraction, Celebration City's Roaring Falls, the Spa Chateau, Murder Rock championship golf course, and the Sight & Sound Theatre.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$600,000.00	<u>State Dollars Reimbursed:</u>	\$600,000.00
		<u>Local Matching Dollars:</u>	\$600,513.60
		<u>Total Project Cost:</u>	\$1,200,513.60

Marketing Activity Information

<u>TV Ads Placed</u>	1,176	<u>Total Circulation/Gross Impressions</u>	214,202,000
<u>Radio Ads Placed</u>	0	<u>Inquiries Reported</u>	20,740
<u>Newspaper Ads Placed</u>	0	<u>Cost Per Inquiry</u>	\$57.88
<u>Magazine Ads Placed</u>	0		
<u>Billboards Leased</u>	0		
<u>Brochures Distributed</u>	0	<u>Instate Marketing</u>	2 %
<u>Tradeshows Attended</u>	0	<u>Out-of-State Marketing</u>	98 %
<u>Other Marketing Activity</u>	0		

Project Outcomes

Percentage Completed 100% Did Project Achieve Objectives? Significantly

DMO Comments Our Ad Effectiveness Study found that Branson has a very high top of mind awareness as a travel destination. We are seeing more first time visitors that are spending more and staying longer, but fewer came -2.6%. Family visitation has increased 1.6% and the average adult age has remained about the same as 2008. Length of stay has increased from 4.23-4.55 nights, while avg. spending per party was down only slightly escaping the larger declines reflected regionally and nationally.

Impact of Co-op Project It is clear that 2009 has been challenging. However, tourism has continued to play the major role in positive economic activity in our community; the significant support of the Cooperative Marketing Program in driving, particularly out of state visitors to the market continues to be of critical importance to the Branson/Lakes Area and the state of Missouri.

Outcome Effect on Future Marketing We identified 15 cable networks that index highly against our target demographic and psychographic targets. Given the number and complexity of economic challenges affecting 2009, it is somewhat difficult to evaluate marketing efforts although the Branson/Lakes area seems to have held its own. However, the positive result of the Ad Effectiveness Study gives encouragement. A strong national cable plan in 2010 will feature Branson's diverse benefits.

Quantifiable Measurements

(As provided by the participant)

<u>Visits Generated:</u>	103,448	<u>Visitor Expenditures:</u>	\$79,965,304
		<u>Return on Investment (ROI):</u>	\$66.61

Marketing Destinations through the Public Relations Category

DMOs with level II or III certification may apply annually for matching funds for costs associated with contracted public relations services for development and distribution of media releases; press tours; media marketplaces; sales missions; media queries; press kit development; and photography and video specific to the public relations activities to promote leisure travel.

SUMMARY OF FY2009 CONTRACTS

Number of Public Relations Projects	2
State Dollars Budgeted	\$75,947
State Dollars Reimbursed	\$75,138
Local Matching Dollars	\$75,138
Total Project Cost	\$150,276

Number of Stories Attributable to the Project	1,410
Stories Anticipated	543

Media Releases Distributed	40	Videos Distributed	1
Group Press Tours Hosted	3	Press Kits Distributed	300
Individual Press Tours Hosted	14	Sales Missions Completed	17
Media Market Places Attended	5	Media Queries Initiated	9

Percent Targeting Instate Market	30 %
Percent Targeting Out of State Markets	70 %

DMO Name	Awarded	Reimbursed
City of Lebanon	\$16,847.50	\$16,847.50
Lake of the Ozarks Tri-County Lodging Assn.	\$59,100.00	\$58,290.49

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Media

DMO Information

Contract #: **09-06-025-88** DMO **City of Lebanon**
Project: Public Relations Public Relations Campaign, FY09
Primary Objectives 1. Increase number of visitors and length of stay 2. Increase travel revenue 3. Increase media exposure by 10%

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$16,847.50	<u>State Dollars Reimbursed:</u>	\$16,847.50
		<u>Local Matching Dollars:</u>	\$16,847.50
		<u>Total Project Cost:</u>	\$33,695.00

Marketing Activity

<u>Media Releases Distributed</u>	5	<u>Sales Mission Completed</u>	5
<u>Press Tours Hosted, Group</u>	1	<u>Media Queries Initiated</u>	0
<u>Press Tours Hosted, Individual</u>	3	<u>Photos and Videos Distributed</u>	1
<u>Media Marketplaces Attended</u>	0	<u>Press Kits Distributed</u>	4

<u>Instate Marketing</u>	40 %
<u>Out of State Marketing</u>	60 %

Project Outcomes

<u>Percentage Completed</u>	100%
<u>Did Project Achieve Objectives?</u>	Significantly
<u>DMO Comments</u>	Surveys of lodging properties indicated visitors stayed longer. Lebanon showed an increase in lodging tax revenue and media exposure will easily exceed a 10% increase over the same period in FY08. All confirmed results from media exposure are yet to be accounted for.
<u>Impact of Co-op Project</u>	Lebanon was featured in The Kansas City Star and Trailer Life publication. Several journalists from Midwest Travel Writers participated in our annual press trip and as a results we are receiving media exposure. The public relations sales missions resulted in new media that is planning to attend hosted press trips. The Peoria Journal Star is planning to write a feature story on Bennett Spring. Without the Cooperative Marketing Program we would not have been able to complete this project.
<u>Total Articles Attributable to the Project</u>	170
<u>Total Ad Equivalency</u>	\$210,015

Individual Contract Data for Projects Targeting the Media

DMO Information

DMO Lake of the Ozarks Tri-County Lodging Association

Lake of the Ozarks Public Relations, FY2009

<u>Primary Objectives</u>	1. Five percent increase in value of media exposure	2. Host seven to ten media contacts with 50% new contacts
	3. Extend Lake of the Ozarks' travel season	

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$59,100.00	<u>State Dollars Reimbursed:</u>	\$58,290.49
<u>Revisions:</u>	\$0.00	<u>Local Matching Dollars:</u>	\$58,290.50
		<u>Total Project Cost:</u>	\$116,580.99

Marketing Activity Information

<u>Media Releases Distributed</u>	35	<u>Sales Mission Completed</u>	12
<u>Press Tours Hosted, Group</u>	2	<u>Media Queries Initiated</u>	9
<u>Press Tours Hosted, Individual</u>	11	<u>Photos and Videos Distributed</u>	0
<u>Media Marketplaces Attended</u>	5	<u>Press Kits Distributed</u>	296
<u>Instate Marketing</u>	20 %		
<u>Out of State Marketing</u>	80 %		

Project Outcomes

Percentage Completed 99%

Did Project Achieve Objectives? Significantly

DMO Comments Our ad equivalency of \$2,076,165, is a 9% increase for FY09. We hosted a total of 46 Journalists. More than 50% were first time media visitors to the Lake of the Ozarks. By promoting shop and stay packages, golf packages, girlfriend weekend getaways, holiday packages, off-season, low rates, indoor activities during winter months make the Lake of the Ozarks more desirable as a destination that is "always in season." We pitched the media on stories that would extend the travel season and provided assistance on the Lake of the Ozarks as a reunion and wedding destinations, and year round fishing trips or day/week long trips.

<u>Impact of Co-op Project</u>	FY09 was an incredible year for our public relations efforts which helped build awareness of the Lake of the Ozarks. We received more than 20 to 1 return on investment. Our "earned" editorial exposure provides credibility to our paid advertising message. The Cooperative Marketing funds (\$58,290.59) enable us to implement a comprehensive public relations campaign for the tri-county area (Miller, Morgan and Camden counties).
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<u>Total Articles Attributable to the Project</u>	1,240
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Total Ad Equivalency	\$1,889,921
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Combined Convention Marketing Category Data

DMOs with level II or III certification and a convention marketing designation may apply annually for matching funds for convention and meeting marketing. To qualify for funding in convention marketing, appropriate facilities must exist in the destination. These funds are allocated statewide. Projects funded may target only those conventions and meetings that do not typically, or on a revolving schedule, meet in Missouri.

Eligible CVM activities are Print media advertising placement; national or multi-state regional meeting and convention planner tradeshow registration costs; printing and limited production costs for collateral pieces designed to showcase destination convention and meeting facilities and amenities; purchase or lease of mailing lists; printing; limited production; and distribution of direct mail pieces targeting the planner.

SUMMARY OF FY2009 CONTRACTS

Number of Projects	8
Award Amount	\$301,594
Payments Local Funds	\$289,876
State Reimbursement	\$286,104
Total Project	\$575,980

Magazine Ads Placed	109	Tradeshows Attended	24
Meeting Planners Distributed	1,968	Other Marketing Activities	1

Conventions Booked	218
Meetings Booked	402
Total Bookings	620
Room Nights Generated	493,220

DMO Name	Awarded	Reimbursed
Branson/Lakes Area Chamber of Commerce/CVB	\$60,000.00	\$60,000.00
Buchanan Co. Tourism Board d/b/a St. Joseph CVB	\$8,890.00	\$8,637.50
City of Independence - Tourism Department	\$19,505.50	\$18,982.51
City of St. Charles Tourism Department	\$30,349.00	\$30,166.02
CVB of Greater Kansas City	\$60,000.00	\$45,743.10
Jefferson City CVB	\$2,850.00	\$2,575.00
Springfield CVB	\$60,000.00	\$60,000.00
St. Louis CVC	\$60,000.00	\$60,000.00

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Convention Planner

DMO:	Buchanan Co. Tourism Board d/b/a St. Joseph CVB		
Project Name	Convention Marketing for Buchanan County		
Category	Convention Marketing		
Contract #	09-01-012-33		
Award Amount	\$8,890.00	Payments Local Funds	\$8,637.50
Total Reimbursement	\$8,637.50	Other CVM Expenditures	\$37,000.00
% Completed	97%	Total CVM Expenditures	\$45,637.50
Magazine Ads Placed	6		
Tradeshows Attended	2		
Printed Materials Distributed	0		
Other Marketing Activity	0		

Primary Objectives 1. Implement programs to maximize the economic impact 2. Increase hotel room occupancy 3. Present St. Joseph as a first class destination

Did Project Achieve Objectives Somewhat

Explanation We were able to present St. Joseph as a first class destination at tradeshows and advertising programs assisted us in conveying that message. The Missouri Department of Revenue reported an economic impact of tourism expenditures in 2008 was over \$152 million, a 5% increase over 2007.

Conventions Booked	86	Meetings Booked	0	Total Bookings	86
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Room Nights Generated 20,000

Economic Impact \$2,900,000

ROI for Every Dollar Spent \$63.54

Method of Calculation Economic impact figure based on research per room night generated X \$145

Effect on Future Marketing All components will be evaluated by the number of responses, number of leads and number of events booked as a result of the campaign. Those programs not yielding results will be considered for elimination.

Previous Year Bookings 96

Previous Year Economic Impact \$4,900,000

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Convention Planner

DMO:	City of Independence - Tourism Department		
Project Name	Small Convention/Meetings Marketing Project		
Category	Convention Marketing		
Contract #	09-04-005-33		
Award Amount	\$19,505.50	Payments Local Funds	\$18,982.52
Total Reimbursement	\$18,982.51	Other CVM Expenditures	\$8,500.00
% Completed	97%	Total CVM Expenditures	\$46,465.03
Magazine Ads Placed	16		
Tradeshows Attended	2		
Printed Materials Distributed	1,968		
Other Marketing Activity	1		

Primary Objectives 1. Increase awareness as a host destination 2. Increase direct spending (hotels) 3. Involve partners

Did Project Achieve Objectives Somewhat

Explanation We had two properties change ownership and continued to provide economic impact figures, this meets objective #3. All activities were completed in the project with hopes of meeting objective #1. While the economic impact reported was \$400,000 less than last year and because of the economic climate we find ourselves in, we did see some success. Without the Cooperative Marketing Program we feel that our numbers would have been down considerably more.

Conventions Booked	48	Meetings Booked	706	Total Bookings	754
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Room Nights Generated 11,797

Economic Impact \$2,400,000

ROI for Every Dollar Spent \$51.65

Method of Calculation Room nights and food, room, a/v rental reported from six of the largest hotels for conventions and small meeting expenditures.

Effect on Future Marketing We will confer without hotel partners and marketing agency to determine which products work the best for future applications. We will continue to look for ways to improve the reporting of economic impact and involving more properties in that process.

Previous Year Bookings 839

Previous Year Economic Impact \$2,800,000

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Convention Planner

DMO:	CVB of Greater Kansas City		
Project Name	Convention Marketing		
Category	Convention Marketing		
Contract #	09-04-018-33		
Award Amount	\$60,000.00	Payments Local Funds	\$45,743.10
Total Reimbursement	\$45,743.10	Other CVM Expenditures	\$528,195.00
% Completed	93%	Total CVM Expenditures	\$619,681.00
Magazine Ads Placed	9		
Tradeshows Attended	0		
Printed Materials Distributed	0		
Other Marketing Activity	0		

Primary Objectives 1. Increase city wide convention bookings by 20% 2. Continue to communicate a distinct image of Kansas City 3. Increase direct spending of convention delegates by increasing number of meetings booked

Did Project Achieve Objectives Somewhat

Explanation The FY09 Convention Marketing application was written well before the global economic crisis that hit in September 2008. Therefore, all of the convention center sales forecasts were reduced significantly for the expectations outlined in the convention marketing objectives. Downtown combined with the economic recession and "war on meetings" clearly impacted meetings booked in the FY09 year. Forecasts for future years, 2010 through 2012, look very strong for Kansas City. During FY09 many important sports conferences were booked.

Conventions Booked	37	Meetings Booked	260	Total Bookings	297
Room Nights Generated	746,452				
Economic Impact	\$261,258,280				
ROI for Every Dollar Spent	\$421.60				
Method of Calculation	1. Conventions w/o exhibits or fewer than 50 booths, Attendance x \$1069 = EI 2. Conventions w/ exhibits and over 50 booths, (Attendance x \$1069) + (#booths x \$7005) = EI 3. Excess attendance w/o exhibits or fewer than 50 booths, Peak rooms x 2 = Base attendance (attd), Attendance - Base Attd = Adj Attd, Adj Attd x .25 = In-Town Attd Base Attd + In-Town Attd = Total Attd, Total Attd x \$1069 = EI 4. Excess attendance w/ exhibits and over 50 booths, Peak rooms x 2 = Base Attd Attendance - Base Attd = Adj Attd, Adj Attd x .25 = In-Town Attd Base + In-Town Attd = Total Attd, (Total Attd x \$1069) + (#booths x \$7005) = EI				
Effect on Future Marketing	In addition to the nine print ads, VML was successful in negotiating matching advertorial in the two convention publications. The full page ad on the back of the ASAE NOW tradeshow magazine was very successful. We most likely will continue this ad placement in future years.				
Previous Year Bookings	253				
Previous Year Economic Impact	\$409,435,118				

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Convention Planner

DMO:	Jefferson City CVB		
Project Name	Capital City Convention Marketing, FY2009		
Category	Convention Marketing		
Contract #	09-06-029-33		
Award Amount	\$2,850.00	Payments Local Funds	\$2,575.00
Total Reimbursement	\$2,575.00	Other CVM Expenditures	\$6,075.00
% Completed	90%	Total CVM Expenditures	\$11,225.00
Magazine Ads Placed	3		
Tradeshows Attended	0		
Printed Materials Distributed	0		
Other Marketing Activity	0		

Primary Objectives 1. Increase awareness, interest and demand 2. Increase travel and hotel occupancy 3. Build effective partnerships

Did Project Achieve Objectives Somewhat

Explanation Due to the economic downturn convention business has declined. We do feel this project helped us increase awareness and interest, as well as build effective partnerships. We are still receiving calls requesting information, but bookings are down.

Conventions Booked	10	Meetings Booked	49	Total Bookings	59
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Room Nights Generated 9,542

Economic Impact \$1,460,000

ROI for Every Dollar Spent \$130.07

Method of Calculation It is estimated that convention attendees spend \$156 per room night in Jefferson City including lodging, food, gas, etc. (room nights x \$156 = economic impact)

Effect on Future Marketing Every year we review our plan to make sure we are spending our money wisely. The outcome of this plan tells us to continue on the same path.

Previous Year Bookings 63

Previous Year Economic Impact \$2,800,000

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Convention Planner

DMO:	St. Louis CVC		
Project Name	Conventions & Meetings Trade Advertising		
Category	Convention Marketing		
Contract #	09-07-007-33		
Award Amount	\$60,000.00	Payments Local Funds	\$61,564.00
Total Reimbursement	\$60,000.00	Other CVM Expenditures	\$474,291.00
% Completed	100%	Total CVM Expenditures	\$595,855.00
Magazine Ads Placed	20		
Tradeshows Attended	0		
Printed Materials Distributed	0		
Other Marketing Activity	0		
Primary Objectives	1. To build relationships with key customers 2. To increase hotel room nights booked and direct spending 3. To continue to emphasize the changing St. Louis package		
Did Project Achieve Objectives	Significantly		
Explanation	While St. Louis did experience a decline in economic impact as a result of decreased meeting attendance, the CVC was still able to book 434 conventions and meetings during FY09, a significant increase over FY08. This is partially attributed to the CVC's ad campaign which reinforces the message that St. Louis offers an exceptional meeting package that is more affordable and accessible than many large meeting destinations. Because of its central location, changes to its media plan and strategic brand positioning St. Louis was able to sustain its meeting business more successfully than many of its competitors.		
Conventions Booked	434	Meetings Booked	0
Room Nights Generated	743,804		
Economic Impact	\$260,331,472		
ROI for Every Dollar Spent	\$436.90		
Method of Calculation	Economic impact, measured by direct spending, is calculated by taking the total estimated attendance for a meeting/convention and multiplying the out-of-town attendance figure by \$1036 (DMAI's estimated average delegate spending) and the in-town attendance figure by \$100 (locally estimated average spending.) Attendance figures are provided by the meeting planner.		
Effect on Future Marketing	The CVC will continue to build upon the success of its ad campaign that reinforced the message that St. Louis offers an exceptional meeting package in a dynamic city that is easy to get to and more affordable than many high profile meeting destinations nationally. The CVC will carefully monitor its media plan and look for media partnerships that provide increased exposure and efficient reach of top meeting planners. Show daily publications will continue to be utilized during key tradeshows. The CVC will also seek out additional electronic opportunities that will showcase St. Louis on industry web sites used frequently by meeting planners.		
Percentage Completed	100%		
Previous Year Bookings	424		
Previous Year Economic Impact	\$524,585,464		

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Convention Planner

DMO:	City of St. Charles Tourism Department		
Project Name	Convention Activities Campaign		
Category	Convention Marketing		
Contract #	09-07-016-33		
Award Amount	\$30,349.00	Payments Local Funds	\$30,166.02
Total Reimbursement	\$30,166.02	Other CVM Expenditures	\$118,875.28
% Completed	99%	Total CVM Expenditures	\$179,207.32
Magazine Ads Placed	14		
Tradeshows Attended	10		
Printed Materials Distributed	0		
Other Marketing Activity	0		

Primary Objectives 1. To increase bookings by 8% on a rolling calendar basis 2. To increase spending by 5% per capita in all categories 3. To increase corporate bookings by a minimum of 15% on a rolling calendar basis

Did Project Achieve Objectives Somewhat

Explanation Based on regional and national averages we are down in bookings but, based on inflation we were able to meet our 5% per capita increase in all categories. Once the economy turns around and begins to improve our bookings should increase and put us back on target with our planned objectives.

Conventions Booked	139	Meetings Booked	274	Total Bookings	413
Room Nights Generated	120,006				
Economic Impact	\$42,002,100				
ROI for Every Dollar Spent	\$234.38				
Method of Calculation	Convention and meeting attendance during period 120,006 X \$350 average expenditures per attendee				
Effect on Future Marketing	We will continue to evaluate all print advertising, tradeshows and repeat the most effective and discontinue the least effective. We will also continue working with the convention center to bring tradeshows and meetings to the area.				
Previous Year Bookings	606				
Previous Year Economic Impact	\$51,570,482				

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Convention Planner

DMO:	Springfield CVB		
Project Name	Convention Marketing Project		
Category	Convention Marketing		
Contract #	09-08-014-33		
Award Amount	\$60,000.00	Payments Local Funds	\$60,513.32
Total Reimbursement	\$60,000.00	Other CVM Expenditures	\$280,398.51
% Completed	100%	Total CVM Expenditures	\$400,911.83
Magazine Ads Placed	24		
Tradeshows Attended	10		
Printed Materials Distributed	0		
Other Marketing Activity	0		
Primary Objectives	1. Book 20,000 room nights from the Cooperative Marketing project 2. Book 12,000 room nights from the Regional and National Association market 3. Book 29,000 room nights from other market segments		
Did Project Achieve Objectives	Significantly		
Explanation	This project generated over 62 sales leads totaling 74,662 room nights and had 58 group bookings totaling over 38,949 room nights during FY09. Numerous bid proposals that were submitted to groups during FY09 are pending and look favorable for Springfield.		
Conventions Booked	45	Meetings Booked	13
		Total Bookings	58
Room Nights Generated	131,535		
Economic Impact	\$19,730,250		
ROI for Every Dollar Spent	\$49.21		
Method of Calculation	The estimated attendee expenditures figure is based on delegate spending research provided by Destination Marketing Association International. (number of attendees x number of days x \$150.00). FY09 43,845 attendees x 3 days x \$150.00 = \$19,730,250		
Effect on Future Marketing	We measure the success of each component of this project to determine which components we want to continue. We will consider the value of each ad placed and the results of each tradeshow attended as we continue to receive results.		
Previous Year Bookings	53		
Previous Year Economic Impact	\$21,888,000		

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Convention Planner

DMO:	Branson/Lakes Area Chamber of Commerce/CVB		
Project Name	Convention Print Media		
Category	Convention Marketing		
Contract #	09-08-023-33		
Award Amount	\$60,000.00	Payments Local Funds	\$61,694.40
Total Reimbursement	\$60,000.00	Other CVM Expenditures	\$233,266.00
% Completed	100%	Total CVM Expenditures	\$354,960.40
Magazine Ads Placed	17		
Tradeshows Attended	0		
Printed Materials Distributed	0		
Other Marketing Activity	0		
Primary Objectives	1. Build a solid database of prospective group business opportunities 2. Ensure inclusion of Branson in more RFP/bid processes 3. Identify, qualify, solicit and secure more meetings for the area		
Did Project Achieve Objectives	Significantly		
Explanation	From 2008 to 2009 we increased our qualified database of planners from 2,600 to 5,000+. The weak economy did affect RFPs (-4%), but call volume and RFIs (+24%) grew significantly as our valuable reputation and new airport raised our visibility.		
Conventions Booked	53	Meetings Booked	270
		Total Bookings	323
Room Nights Generated	146,519		
Economic Impact	\$21,800,338		
ROI for Every Dollar Spent	\$61.42		
Method of Calculation	52,380 (RFI's) + 31,345 (RFP's) = 83,725 total room nights generated. Average guest room rate \$104.63 x 83,725 room nights = \$8,760,147 room revenue Average occupancy per room night is 1.75 person x 83,725 = 146,519 guest nights Average food and beverage spend per guest nights \$67 x 146,519 = \$9,816,773 Average entertainment spend per guest nights \$22 x 146,519 = \$3,223,418 Total revenue generated by meeting and convention groups: \$22,756,135 Sports Events Calculations (Estimated): 6,450 attendees x 4 days x \$59.77 p.p.p.d. (avg. Branson \$ per visitor) = \$1,542,066 Total revenue generated by sports events: \$1,542,066		
Effect on Future Marketing	The decline in corporate meetings (73 fewer RFPs) has led us to cut back efforts to reach this market until the economy improves. We will continue to aggressively pursue association and religious markets, which were strong in 2009.		
Previous Year Bookings	342		
Previous Year Economic Impact	\$24,298,201		

Cooperative Marketing Fiscal Year 2009 Program Summary

Combined Amateur Sports Marketing Category Data

DMOs with level II or III certification and a sports marketing designation may apply annually for matching funds for amateur sporting event marketing. Appropriate facilities must exist in the destination. Funded projects may target only those sporting events that do not typically, or on a revolving schedule, meet in Missouri.

Eligible ASM activities are limited print media advertising placement; national or multi-state regional meeting and convention planner tradeshow registration costs; printing and limited production costs for collateral pieces designed to showcase the destination's sports facilities and amenities; purchase or rental of mailing lists printing, limited production, and distribution of direct mail pieces targeting the planner.

SUMMARY OF FY2009 CONTRACTS

Number of Projects	6
Award Amount	\$66,979
Payments Local Funds	\$62,687
State Reimbursement	\$62,662
Total Projects	\$125,349

TV Ads Placed	0	Meeting Planners Distributed	15,809
Radio Ads Placed	0	Tradeshows Attended	14
Newspaper Ads Placed	0	FAM Tours Hosted	0
Magazine Ads Placed	37	Videos Distributed	0
Media Kits Distributed	0	Other Marketing Activities	4

Sporting Events Booked	68
Room Nights Generated	36,257

DMO Name	Awarded	Reimbursed
Buchanan Co. Tourism Board d/b/a St. Joseph CVB	\$11,410.00	\$11,410.00
City of Independence - Tourism Department	\$10,831.50	\$10,419.69
City of St. Charles Tourism Department	\$10,600.00	\$9,213.58
Jefferson City CVB	\$3,650.75	\$3,650.75
Platte County Visitors Bureau	\$7,445.00	\$6,379.00
Springfield CVB	\$23,042.18	\$21,589.90

Cooperative Marketing Fiscal Year 2009 Program Summary

Marketing Destinations through the Amateur Sports Marketing Category

DMO: Buchanan Co. Tourism Board d/b/a St. Joseph CVB
Project Name Amateur Sports Marketing for Buchanan County
Category Amateur Sports Marketing
Contract # 09-01-011-34
Award Amount \$11,410.00 **Payments Local Funds** \$11,434.40
Total Reimbursement \$11,410.00 **Other CVM Expenditures** \$28,355.00
% Completed 100% **Total CVM Expenditures** \$39,765.00

Magazine Ads Placed 8
Printed Materials Distributed 0
Tradeshows Attended 2
Other Marketing Activity 0

Primary Objectives 1. Maximize the economic impact for Buchanan County 2. Increase occupied hotel rooms
3. Present St. Joseph as a first-class destination

Did Project Achieve Objectives Significantly

Explanation We were able to present St. Joseph as a first class destination at tradeshows. Room nights increased by 3,468 from sports booking in FY09. The Missouri Department of Revenue reported economic impact of tourism expenditures in 2008 was over \$152 million, a 5% increase over 2007.

Sporting Events Booked 58

Room Nights Generated 15,172

Economic Impact \$2,275,800

Method of Calculation Room nights X \$150

ROI for Every Dollar Spent: \$57.23

Effect on Future Marketing All components will be evaluated by the number of responses, number of leads and number of events booked as a result of this campaign. Those programs not yielding results will be considered for elimination.

Previous Year Bookings 49

Previous Year Economic Impact \$1,700,000

Cooperative Marketing Fiscal Year 2009 Program Summary

Marketing Destinations through the Amateur Sports Marketing Category

DMO: City of Independence - Tourism Department
Project Name Sports Marketing Project
Category Amateur Sports Marketing
Contract # 09-04-006-34
Award Amount \$10,831.50 **Payments Local Funds** \$10,419.71
Total Reimbursement \$10,419.69 **Other CVM Expenditures** \$16,000.00
% Completed 96% **Total CVM Expenditures** \$36,839.40

Magazine Ads Placed 4
Printed Materials Distributed 309
Tradeshows Attended 1
Other Marketing Activity 1

Primary Objectives 1. Increase awareness as a host destination 2. Increase overnights and spending 3. Involve tourism partners

Did Project Achieve Objectives Somewhat

Explanation We considered the year successful even with the current economic climate. Some of the challenges were; the economic impact to the hotels was fairly flat, we lost a major event to another community and there was increased competition in the Kansas City area for sports events.

Sporting Events Booked 0

Room Nights Generated 3,312

Economic Impact \$496,800

Method of Calculation Room nights X \$150

ROI for Every Dollar Spent: \$13.49

Effect on Future Marketing We will discuss future product applications with our hotel partners and the new Events Center (2 sheets of ice) which will have a major impact on our sports offerings in the future. We are encouraging other partners to provide economic impact figures.

Previous Year Bookings 4168

Previous Year Economic Impact \$267,000

Cooperative Marketing Fiscal Year 2009 Program Summary

Marketing Destinations through the Amateur Sports Marketing Category

DMO:	Platte County Visitors Bureau		
Project Name	Platte County Sports Marketing		
Category	Amateur Sports Marketing		
Contract #	09-04-009-34		
Award Amount	\$7,445.00	Payments Local Funds	\$6,379.00
Total Reimbursement	\$6,379.00	Other CVM Expenditures	\$20,000.00
% Completed	86%	Total CVM Expenditures	\$32,758.00

Magazine Ads Placed 4

Printed Materials Distributed 10,000

Tradeshows Attended 1

Other Marketing Activity 1

Primary Objectives 1. Increase Platte County hotel occupancy rate by 3% 2. Increase ADR by 5% 3. Establish and track comparative segmentation information

Did Project Achieve Objectives Significantly

Explanation While we did not meet our goal of increasing occupancy by 3% and RevPAR by 5% over FY09. We were able to compare our occupancy, average daily rate and RevPAR performance to our competitive set using Smith Travel Reports and found that the economic downturn had less of an impact on Platte County occupancy than on our competitive set. The report also indicates that the CVB sports marketing efforts increased Platte County occupancy by 6.5% on event dates throughout FY09. These bookings were a result of the Cooperative Marketing project.

Sporting Events Booked 9

Room Nights Generated 10,810

Economic Impact \$1,621,500

Method of Calculation Room nights X \$150

ROI for Every Dollar Spent: \$49.50

Effect on Future Marketing The Platte County Visitors' Bureau will continue to participate in the annual NASC marketplace. We also plan to expand organized youth athletic event marketing through the end of 2009 and well into 2010.

Previous Year Bookings 5

Previous Year Economic Impact \$715,975

Cooperative Marketing Fiscal Year 2009 Program Summary

Marketing Destinations through the Amateur Sports Marketing Category

DMO: Jefferson City CVB
Project Name Capital City Sports Marketing, FY2009
Category Amateur Sports Marketing
Contract # 09-06-031-34
Award Amount \$3,650.75 **Payments Local Funds** \$3,650.75
Total Reimbursement \$3,650.75 **Other CVM Expenditures** \$5,695.00
% Completed 100% **Total CVM Expenditures** \$12,996.50

Magazine Ads Placed 2
Printed Materials Distributed 0
Tradeshows Attended 2
Other Marketing Activity 0

Primary Objectives 1. Increase awareness, interest and demand 2. Increase sporting tournaments and events
3. Increase travel and hotel occupancy

Did Project Achieve Objectives Significantly

Explanation As a result of our participation in this marketing segment we are currently bidding on Amateur Athletic Union (AAU) sporting events. This bid opportunity is a direct result of the tradeshows attended.

Sporting Events Booked 26

Room Nights Generated 2,325

Economic Impact \$348,750

Method of Calculation room nights x \$150 = economic impact.

ROI for Every Dollar Spent: \$26.83

Effect on Future Marketing The relationship building is key to receiving bid requests. We will continue to attend sporting tradeshows and advertise in sporting publications with results that improve each year. These marketing efforts allow us to reach new potential sports event planners.

Previous Year Bookings 29

Previous Year Economic Impact \$2,820,000

Cooperative Marketing Fiscal Year 2009 Program Summary

Marketing Destinations through the Amateur Sports Marketing Category

DMO: City of St. Charles Tourism Department
Project Name Sports Activities Campaign
Category Amateur Sports Marketing
Contract # 09-07-017-34
Award Amount \$10,600.00 **Payments Local Funds** \$9,213.58
Total Reimbursement \$9,213.58 **Other CVM Expenditures** \$26,832.02
% Completed 87% **Total CVM Expenditures** \$45,259.18

Magazine Ads Placed 6

Printed Materials Distributed 0

Tradeshows Attended 2

Other Marketing Activity 0

Primary Objectives 1. Attract new clients to increase attendance by 10% 2. Increase room nights booked for sport events to 5,000 3. Increase expenditures by 5% within the DMO's geographic region from sports activities

Did Project Achieve Objectives Significantly

Explanation Attendance at events booked during FY09 increased by 300% over those booked in FY08. Room nights booked from sporting events in 2008 totaled 4,140. Expenditures within our geographic region increased 201% from sports activities.

Sporting Events Booked 72

Room Nights Generated 0

Economic Impact \$1,463,614

Method of Calculation Average expenditures x room nights ($\$353.53 \times 4,140 = \$1,463,614.20$)

ROI for Every Dollar Spent \$32.34

Effect on Future Marketing The Cooperative Marketing funds allowed us to expand our efforts in sports event marketing throughout the Midwest and the country. Participation at the two tradeshow allowed us the opportunity to develop new relationships and to strengthen existing ones. The magazine ads assisted our efforts by allowing us a broader reach into the market. All ads were geared to the specific focus of the magazines content with sporting events that could be hosted in the St. Charles area.

Previous Year Bookings 24

Previous Year Economic Impact \$729,686

Cooperative Marketing Fiscal Year 2009 Program Summary

Marketing Destinations through the Amateur Sports Marketing Category

DMO:	Springfield CVB		
Project Name	Sports Marketing Project		
Category	Amateur Sports Marketing		
Contract #	09-08-015-34		
Award Amount	\$23,042.18	Payments Local Funds	\$21,589.92
Total Reimbursement	\$21,589.90	Other CVM Expenditures	\$130,782.00
% Completed	94%	Total CVM Expenditures	\$173,961.82

Magazine Ads Placed 13

Printed Materials Distributed 5,500

Tradeshows Attended 6

Other Marketing Activity 2

Primary Objectives Book 13,000 room nights from the sports market

Did Project Achieve Objectives Significantly

Explanation This project generated over 27 sports leads totaling 94,855 room nights and had 21 sporting event bookings totaling over 67,175 room nights during FY09. Numerous bid proposals that were submitted to groups during FY09 are pending and look favorable for Springfield. This project has increased awareness for Springfield and Missouri which should lead to future sporting event bookings.

Sporting Events Booked 21

Room Nights Generated 67,175

Economic Impact \$10,076,250

Method of Calculation Room nights X \$150

ROI for Every Dollar Spent \$57.92

Effect on Future Marketing We measure the success of each component of this project to determine which components we want to continue. We will consider the value of each ad placed and the results of each tradeshow attended as we continue to receive results.

Previous Year Bookings 28

Previous Year Economic Impact Unknown

Cooperative Marketing Fiscal Year 2009 Program Summary

Tourism Research

Certified DMOs may apply annually for matching funds for the implementation of approved tourism research projects. Research may focus on identifying markets and targets as well as measuring marketing outcomes.

The information below details the individual research contracts. In this category both pre and post market research may be included. The contract period is July 1, 2008 through June 30, 2009. The minimum state funding amount for these projects is \$500 with a \$5,000 maximum.

SUMMARY OF FY2009 CONTRACTS

09-01-010-66	Buchanan Co. Tourism Board d/b/a St. Joseph CVB		<u>Completion</u>
<u>Project Name</u>	Market Research for Buchanan County Tourism Board		
	<u>Award Amount</u>	\$2,500.00	
	<u>Local Funds Budget</u>	\$2,500.00	
	<u>Reimbursement</u>	\$2,375.00	95%
 09-04-004-66	 City of Independence - Tourism Department		
<u>Project Name</u>	Independence Tourism Research Project		
	<u>Award Amount</u>	\$4,100.00	
	<u>Local Funds Budget</u>	\$4,100.00	
	<u>Reimbursement</u>	\$4,063.75	99%
 09-04-013-66	 Platte County Visitors Bureau		
<u>Project Name</u>	Industry Research		
	<u>Award Amount</u>	\$2,400.00	
	<u>Local Funds Budget</u>	\$2,400.00	
	<u>Reimbursement</u>	\$2,400.00	100%
 09-06-001-66	 Pulaski County Visitors Bureau		
<u>Project Name</u>	Pulaski County Research Program		
	<u>Award Amount</u>	\$1,450.00	
	<u>Local Funds Budget</u>	\$1,450.00	
	<u>Reimbursement</u>	\$1,099.00	76%
 09-06-030-66	 Jefferson City CVB		
<u>Project Name</u>	Capital City Tourism Research		
	<u>Award Amount</u>	\$1,200.00	
	<u>Local Funds Budget</u>	\$1,200.00	
	<u>Reimbursement</u>	\$1,080.00	90%
	 <u>Award Amount</u>	 \$11,650.00	
	<u>Local Funds Budget</u>	\$11,650.00	
	<u>Reimbursement</u>	\$11,017.75	92%